



SANDY SPRINGS

GEORGIA

2026 CITY COUNCIL RETREAT
Thursday, February 5 – Friday, February 6, 2026
City Springs – Terrace Meeting Room
1 Galambos Way, Sandy Springs, GA 30328
Live Stream: www.sandyspringsga.gov/stream

Thursday, February 5, 2026

- 9:00 am **I. Opening Remarks and 2025 Highlights**
(Presented by Eden E. Freeman, City Manager)
- 9:10 am **II. 2026 Priorities Review and Discussion**
(Presented by the City of Sandy Springs Senior Leadership Team)
- 11:00 am **Morning Break**
- 11:15 am **III. Housing Needs Assessment Update**
(Presented by Austin Amandolia, Senior Analyst, HR&A Advisors)
- 12:00 pm **Lunch and Open Discussion**
- 12:30 pm **IV. North End Revitalization Opportunities**
(Presented by Chris Burnett, Economic Development Director, City of Sandy Springs, Geoff Koski, President, KB Advisory Group)
- 2:30 pm **V. Design Guidelines**
(Presented by Sukirti Ghosh, Principal/Urban Designer, RHI)
- 3:30 pm **VI. Perimeter Small Area Plan**
(Presented by Sukirti Ghosh, Principal/Urban Designer, RHI)
- 4:30 pm **VII. Council Discussion**

Adjourn

Friday, February 6, 2026

- 9:00 am **I. GDOT Update – SR 400 Express Lane Project**
(Presented by Beau Quarles, Post-Let P3/EL Assistant Administrator, Georgia Department of Transportation)
- 10:00 am **Morning Break**
- 10:15 am **II. Stormwater Asset Assessment**
(Presented by Eric Pitts, President, Inversa Systems)
- 11:15 am **III. Transportation Master Plan Update**
(Presented by Dave Cox, AICP Project Manager, Modern Mobility Partners)
- 12:00 pm **IV. Lunch**
- 12:30 pm **V. Hammond Park Master Plan**
(Presented by Brent Walker, Director of Recreation and Parks, City of Sandy Springs, Aaron St. Pierre, Vice President, Lose Design)
- 1:30 pm **VI. Council Discussion**

Adjourn

2026 Priorities Review

February 2026



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2025 Video Year in Review



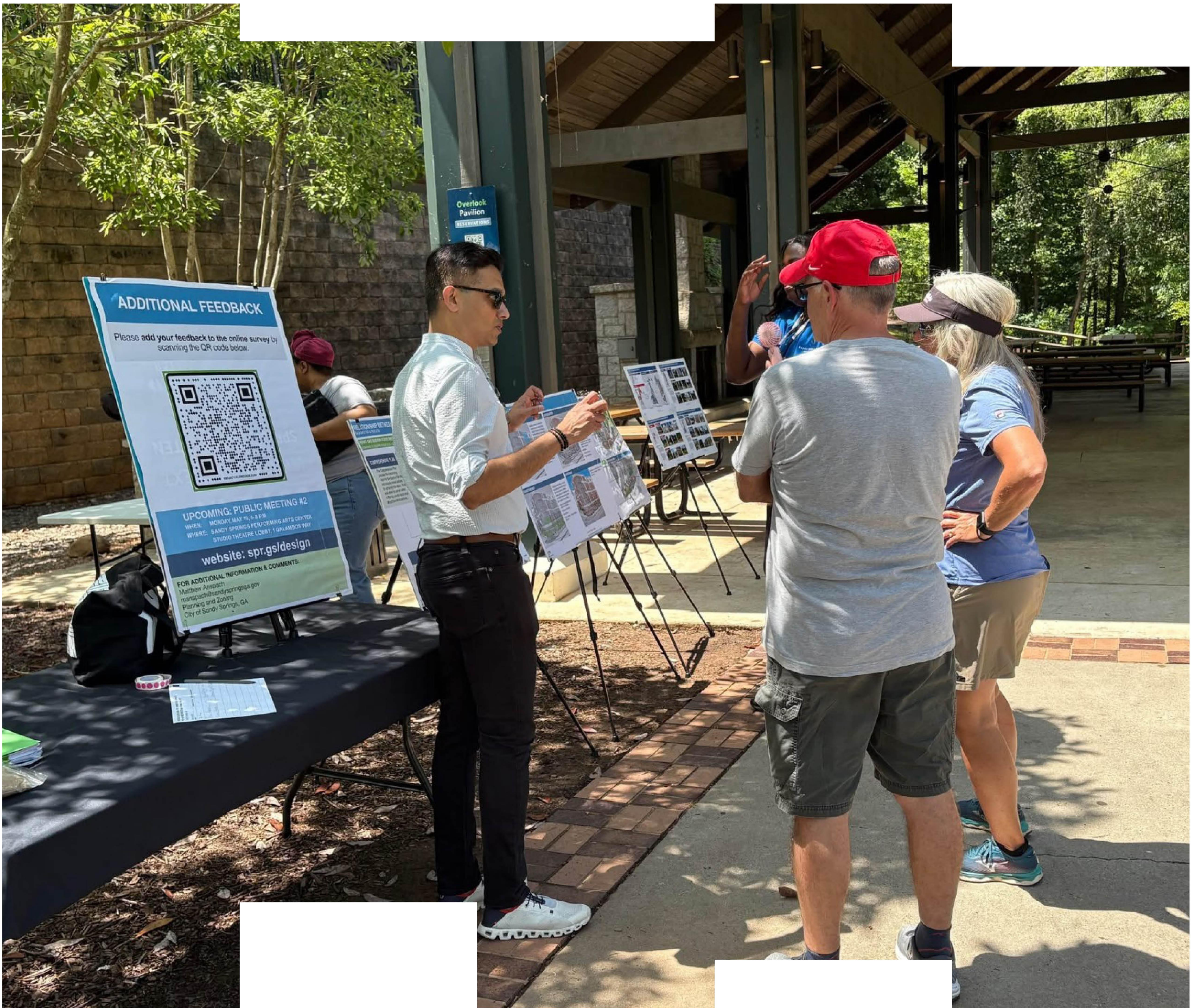
SANDY SPRINGS
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2025 Adopted Priorities



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GEORGIA





CUSTOMER SERVICE AND CITIZEN ENGAGEMENT

▶

VIEWS

+97%

Facebook

+206%

Instagram

+290%

LinkedIn

♥📌📌

ENGAGEMENT

+18%

Facebook

+1045%

Instagram

+271%

LinkedIn

👤

NEW FOLLOWS

+56%

Facebook

+378%

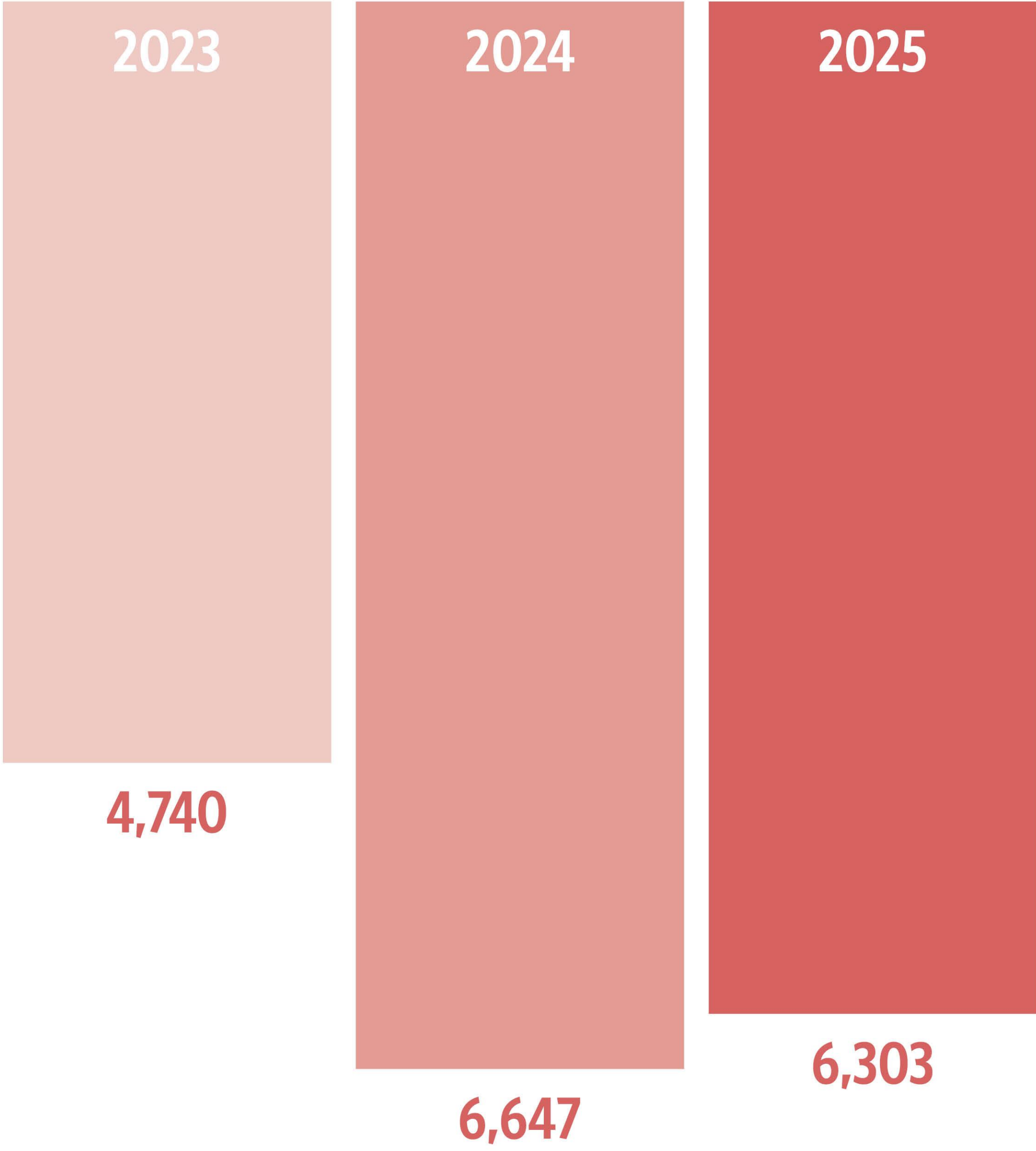
Instagram

+404%

LinkedIn

2025 COMPARED TO 2024

OPEN RECORDS REQUESTS COMPLETED



THE CALL CENTER RECEIVED

40,818

TOTAL CONTACTS HANDLED
(17% DECREASE)

38,307

CALLS HANDLED
(15% DECREASE)

1,948

CHATS HANDLED
(64% INCREASE)

2:44

AVERAGE HANDLE TIME
(23% INCREASE)

EVENT	2025 SPEND	2026 SPEND	CHANGE IN MARKETING SPEND	CHANGE IN ATTENDANCE	CHANGE IN WEBSITE VIEWS
Stars & Stripes	\$8,942.14	\$3,604.56	60% decrease	3,000 increase	36% increase
Movies by Moonlight	\$3,259	\$2,249.91	31% decrease	1,0250 increase	3% decrease, but surge on social media activity with 295,439 impressions
Sparkle Sandy Springs	\$8,737.89	\$3,674.58	58% decrease	3,500 increase	28% increase

TOP 5 CONTACT REASONS

1

BUILDING & PERMITTING

2

PUBLIC WORKS

3

CODE ENFORCEMENT

4

RECREATION & PARKS

5

POLICE

180

CITY COUNCIL RESOLUTIONS

25

CITY COUNCIL ORDINANCES

2026 Goals

- Deploy OpenGov's AI Permitting Solution
- Initiate Deployment of a Single Citywide Platform to Replace Fragmented Tools, Track Service Tickets, and Unify CRM Across Departments
- Achieve 95% Compliance with Web Content Accessibility Guidelines for www.sandyspringsga.gov
- Implement at Least Three Website Enhancements that Improve Residents' Access and Engagement with Key Information
- Grow Sandy Springs Alerts Subscribers by 10%
- Grow Social Media Following by 5% and Increase Engagement by 10%
- Grow The Scoop Email Subscribers by 15%
- Advance the Interior Art Program
- Service Delivery Strategy (SDS) Negotiations with Fulton County and Cities
- Deploy Chatbot for Internal and External Website Users



**PUBLIC
SAFETY**

SSPD RECRUITMENT

2025

1,291 SWORN APPLIED
8 SWORN HIRED
12 SWORN RESIGNED
486 CIVILIAN APPLIED
7 CIVILIAN HIRED
2 CIVILIAN RESIGNED

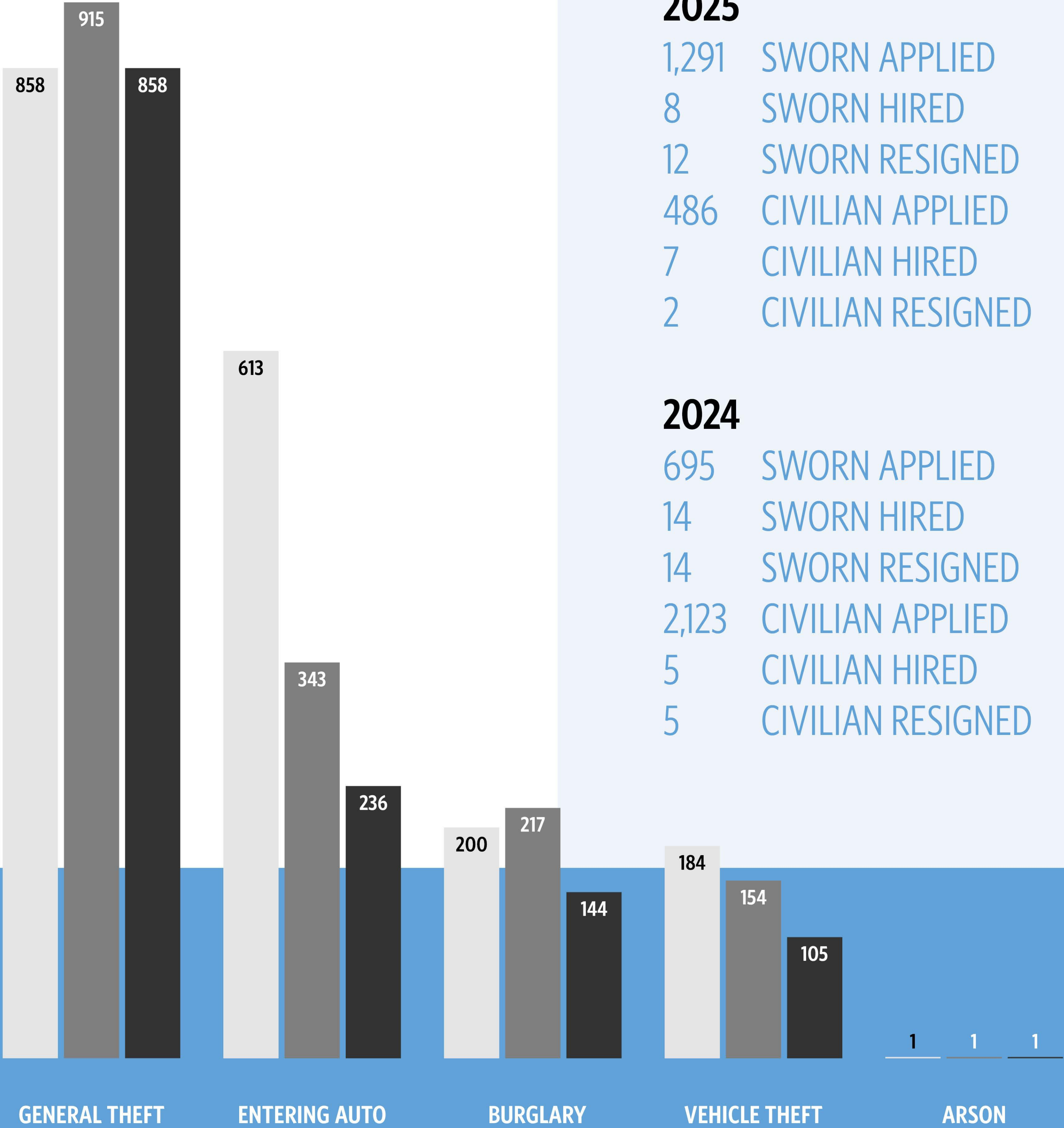
2024

695 SWORN APPLIED
14 SWORN HIRED
14 SWORN RESIGNED
2,123 CIVILIAN APPLIED
5 CIVILIAN HIRED
5 CIVILIAN RESIGNED



CALLS FOR SERVICE

2023	Citizen Initiated	42,541
	Officer Initiated	53,495
	Total	96,036
2024	Citizen Initiated	40,648
	Officer Initiated	65,632
	Total	106,280



This data is taken from the City's live crime database and is subject to change based on case evolution and adjudication.

2026 Goals

Police Department

- Increase Overall Physical Fitness of Staff by Providing Nutrition and Healthy Lifestyle Trainings
- Reduce Shoplifting, Package, and Mail Theft Cases by 2%
- Complete Installation of a Backup Emergency 911 Center
- Focus on Nuisance Properties that Experience a Higher Crime Frequency, Reducing Total Calls for Service and Reported Criminal Incidents by 10%



**PUBLIC
SAFETY**

SINCE THE START OF THE
PARAMEDICINE PROGRAM:

TIME SPENT

136

HOURS OF TRAINING

87

HOURS OF COMMUNITY
OUTREACH

24

HOURS OF EDUCATIONAL
CONTENT CREATION

31

HOURS ON SERVICE RECOVERY

WELLNESS CLINICS

479

TOTAL RESIDENT CONTACTS

293

VITALS AND CONSULTS

UNIT RESPONSE

69

CALLS

\$43,125

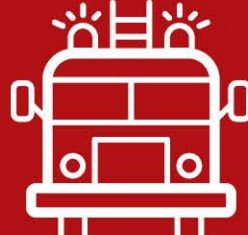
SAVED

2025 INCIDENTS

RESCUE AND EMS	4,488
SERVICE CALLS	1,443
OTHER	392
FIRE	261



495
MOTOR VEHICLE
CRASHES



147
RESCUES



812
CPR TRAINING
PARTICIPANTS



5
SWIFT WATER
RESCUES



38
COOKING FIRES



52
BUILDING FIRES



64
VEHICLE FIRES



CALLS FOR SERVICE

2023	Good Intent	4,673
	False Alarms	1,430
	Incidents	6,103
	Total	13,172
2024	Good Intent	4,020
	False Alarms	1,438
	Incidents	6,717
	Total	12,175

2026 Goals

Fire Department

- Fire Stations 1, 3, and 4 Design and Begin Construction
- Train at Least 800 People in CPR
- Update EOP/COOP/THIRA and Conduct a Tabletop Exercise
- Expand Community Paramedicine Program
- Expand 4-Minute AED Community Program
- Continue Multi-Year Accreditation Process



TRANSPORTATION ACCESSIBILITY AND COMMUNITY APPEARANCE

CAPITAL IMPROVEMENT PROJECTS
AND TSPLOST

25 IN DESIGN

16 UNDER CONSTRUCTION

10 COMPLETED



20
MILES OF ROADS
RESURFACED



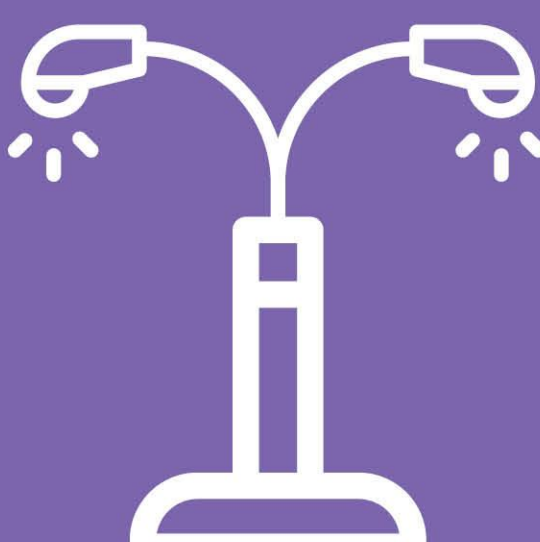
1,216
SIDEWALK TRIP
HAZARDS REPAIRED



51
MILES OF UTILITY
INSTALLATIONS



316
HAZARDOUS
TREES REMOVED



423
STREET LIGHTS
REPAIRED



785
POTHoles REPAIRED



24
TRAFFIC CAMERAS
UPGRADED OR INSTALLED

2026 Goals

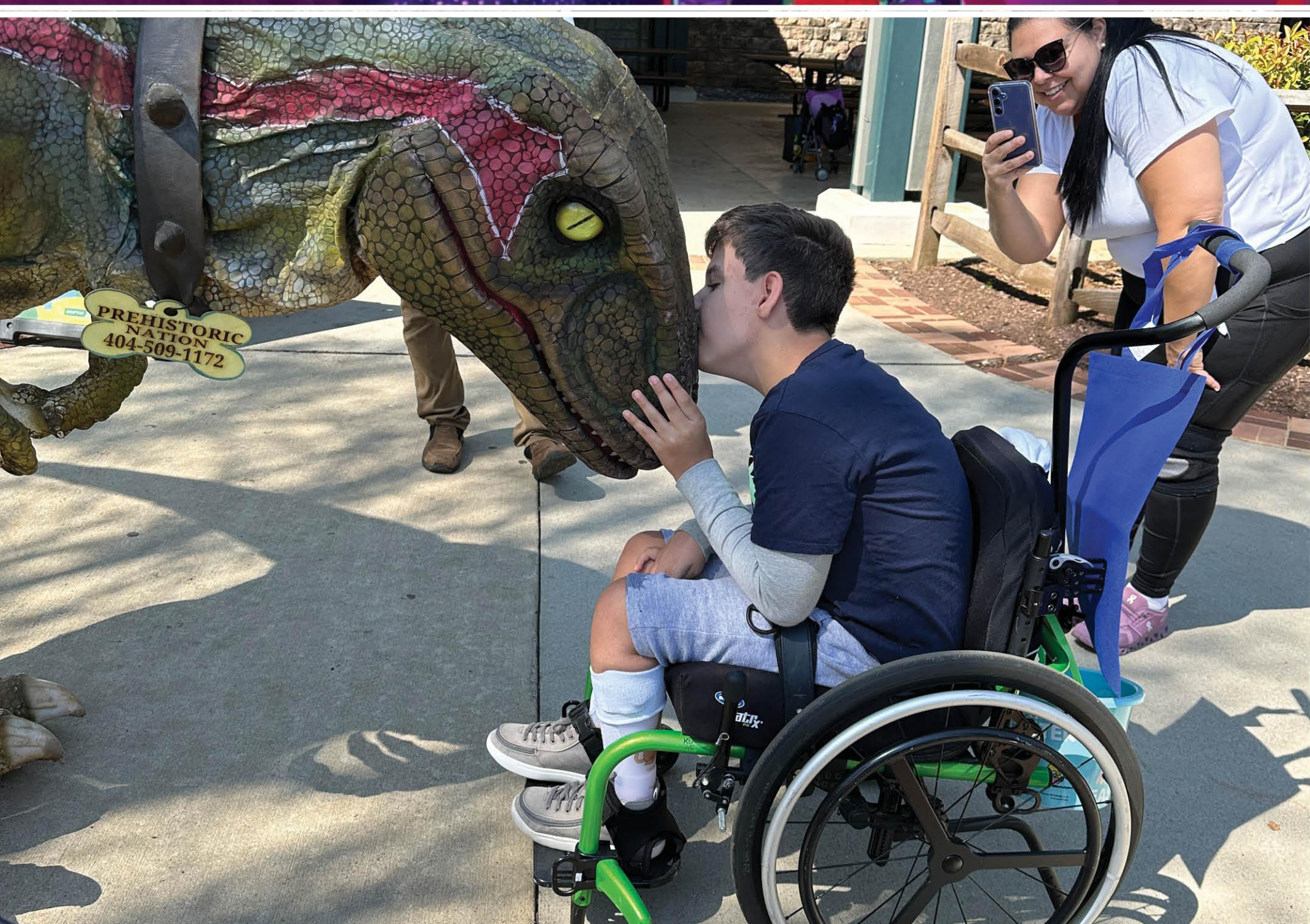
- Complete Construction of Multiple Major Projects
 - TS191 Johnson Ferry Mt Vernon
 - TS192 Mt Vernon Corridor
 - T0058-1 Boylston at Hammond Intersection Improvement Project
 - T0033-7 CDBG Roswell Road Streetscape Phase 2
- Begin Construction of Multiple Major Projects
 - S2193 Hammond Drive Widening
 - T2506 Path 400 Segment 2
 - T2403 Long Island Drive at Mt. Vernon Highway Intersection Project
 - T0019 Phase 1 Roswell Road Transit Access Streetscape Project
- Begin Design Work for Multiple Major Projects
 - S2123-1 Phase 1 Roberts Drive Sidepath
 - S2103 Peachtree Dunwoody Johnson Ferry Intersection Improvements

2026 Goals

- Complete Designs and Bid for Construction Signal Upgrades
 - Dunwoody Place at Hope Road
 - Glenridge Connector at SR 400 N, SR 400 S, Meridian Mark and Peachtree Dunwoody Road
- Complete Signal Construction
 - SR 9 at Trowbridge
 - SR 9 at Northridge
 - Hammond Drive at Sandy Springs Circle
 - Hammond Drive at Lake Forrest Drive
- Complete Concept Report for S2105 GDOT Roswell Road North End Boulevard project and Host Public Information Open House
- Complete Transportation Master Plan and Develop TSPLOST 3 Project List
- Conduct the North Fulton Comprehensive Transportation Plan with North Fulton Cities and the Atlanta Regional Commission
- Complete the Riverside Drive Corridor Study
- Complete Bridge Maintenance on 13 City Owned Vehicular Bridges and Two Pedestrian Bridges
- Complete FY26 LMIG Pavement Resurfacing
- Complete FY26 Sidewalk Trip Hazard Removal by Grinding



RECREATIONAL AND CULTURAL ENRICHMENT



PROGRAM/ EVENT	2024	2025	DIFFERENCE
The Astronomy Club	172	322	87% increase
Back to School Bash	1,500	2,000	33% increase
Bird Walk and Wildlife Viewing	47	86	83% increase
Blue Stone 5K-9	77	108	40% increase
Camp Sandy Springs	697	712	2% increase
Crafting Buddies	120	138	15% increase
Daddy Daughter Dance	207	428	107% increase
Dino Egg Hunt	170	374	120% increase
Fall Fun For All	180	186	3% increase
Fit4Moms	315	936	197% increase
Mother Son Dance	202	212	5% increase
National Kids to Parks Day	600	600	no change
Friends of Lost Corner Events	435	594	37% increase
Optimist Kids in the Parks Day	150	362	141% increase
Paws and Pastries	140	153	9% increase
Snow Day Movie Matinee	80	60	25% decrease

SANDY SPRINGS
RECREATION AND PARKS PROGRAMMING



2,667
ATHLETES ENROLLED IN YOUTH
ATHLETICS AND CONTRACTED
YOUTH SPORTS



62,050
ATHLETES ENROLLED IN
ADULT ATHLETIC PROGRAMS



14,373
PARTICIPANTS ENROLLED IN LEISURE
PROGRAMS AND CONTRACTED
LEISURE PROGRAMS

2026 Goals – Performing Arts Center

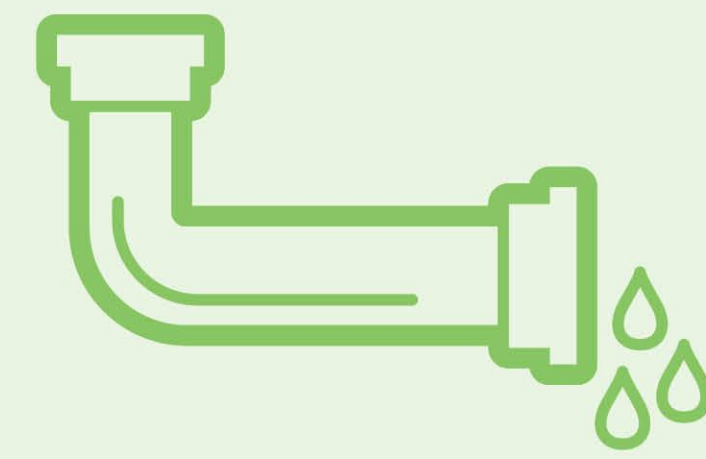
- Grow Membership by 20%
- Increase Ticket Sales by 5%
- Coordinate and Execute at Least Three Community World Cup Events
- Revise and Implement the Presenting Partner Program to Increase Programmatic Diversity
- Move all Talent Programming and Coordination In House
- Create New Marketing Material to Increase Rental Sales by 10%
- Launch the New Menu in Q1, Increasing Revenue by 15%
- Partner with Sandy Springs Foundation to Secure Sponsorships and Financial Support for PAC Programs

2026 Goals – Recreation and Parks

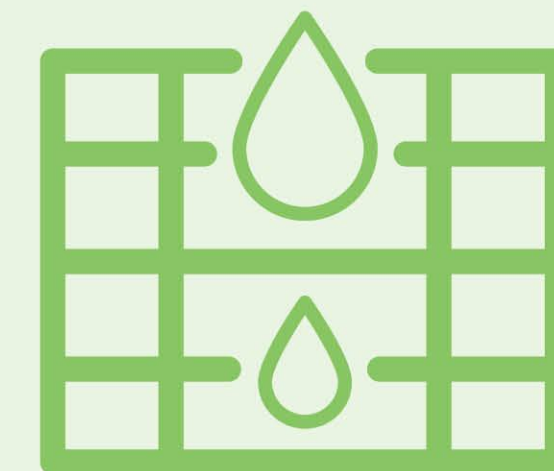
- Advance Key Capital Projects
 - Springway Trail Segment 2C
 - Morgan Falls Dog Park
 - Old Riverside Park
 - Abernathy South Greenway
 - Ridgeview Park Restroom
 - Morgan Falls Athletic Complex
 - Hammond Park Community Center
- Initiate an Update to the City's Park Master Plan and Consider Project List for Potential Future Bond Referendum
- Expand Parks and Recreation Programming
- Safety Lighting and Camera Installation on the Springway
- Continue Renovating Planting Areas in Parks
- Complete Construction of the Abernathy Arts Center Ceramic Studio
- Complete Racquet Center Renovations
 - Deck Rebuild
 - Restroom Renovations
 - Sidewalk and Storefront Replacement



**SUSTAINABLE
GROWTH AND
ENVIRONMENTAL
STEWARDSHIP**



12,489
LINEAR FEET OF
STORMWATER PIPES
INSPECTED



400
PIPES
CLEANED



232
STORMWATER CITIZEN
INQUIRIES



2026 Goals

- Initiate an Update of the City's Comprehensive Plan
- Expand Education Programs by 25%
- Increase Eco-Steward Enrollment by 25%
- Complete Tree Inventory
- Prepare 2025 MS4 Annual Report by February 14, 2026
- Award 12 New Stormwater Construction Projects
- Begin Phase II of the Stormwater Asset Assessment Pilot Study



ECONOMIC DEVELOPMENT



31
EMPLOYERS



432
JOB SEEKERS



35%
INCREASE IN
ATTENDANCE



85%
EMPLOYERS CONSIDERED OR DID
EXTEND AN OFFER OF EMPLOYMENT



100%
OF EMPLOYERS MET QUALIFIED
JOB SEEKERS

2026 Goals

- Spur Redevelopment in the North End
- Begin Early-stage Development of City Springs II
- Expand Relationships with Local Business Development Organizations
- Solidify a Comprehensive Marketing and Advertising Strategy for Businesses Located within the City
- Explore Options to Create a City Springs Façade Improvement Program
- Complete Update of the Perimeter Small Area Plan



WATER RELIABILITY

Sandy Springs Housing Needs Assessment

Introduction to City Council

February 6, 2026

Agenda

Introduction

Key Findings

Increasing Demand

Limited production

Declining Homeownership Access

Declining Affordable Rental Options

An aerial photograph of a suburban neighborhood. In the foreground, there are several large, multi-story houses with brown roofs and light-colored siding, surrounded by lush green trees. In the background, a dense line of trees separates the suburb from a city skyline with various skyscrapers under a clear sky. A highway with multiple lanes and cars is visible on the right side of the image.

01

Introduction

Project Overview

In 2020, HR&A identified the following housing issues in Sandy Springs:



Homeowner Needs

Entry Level Housing: Sandy Springs lacked “entry-level” homeownership opportunities for moderate-income households.

Aging Population: Homeownership was becoming increasingly concentrated for those aged 55 and above.



Renter Needs

Displacement Concerns: Sandy Springs was losing housing stock for households earning less than \$50,000 annually.

Limited New Development: The new development code had stopped new construction of multifamily in Sandy Springs.



Employer Needs

Workforce Attraction: Service worker employers faced significant recruitment and retention challenges due to high housing costs and limited public transportation.

HOUSING NEEDS ASSESSMENT METHODOLOGY

Building on the work of the 2020 Study, the Sandy Springs Housing Needs Assessment Update is an updated analysis of the housing needs of current residents.

As part of the assessment, HR&A is analyzing:

- **The drivers of housing supply and demand trends**, including economic and demographic change, market strength, transit access, and affordable housing investment.
- **The impacts of these trends**, including rental affordability, homeownership access and overall housing stability, informed by experts and community stakeholders.



HOUSING NEEDS ASSESSMENT METHODOLOGY | Geographies

These analyses were conducted to place Sandy Springs in the regional context of North Atlanta and the Metropolitan Statistical Area (MSA). Sandy Springs was divided into eight subareas based on census block groups.

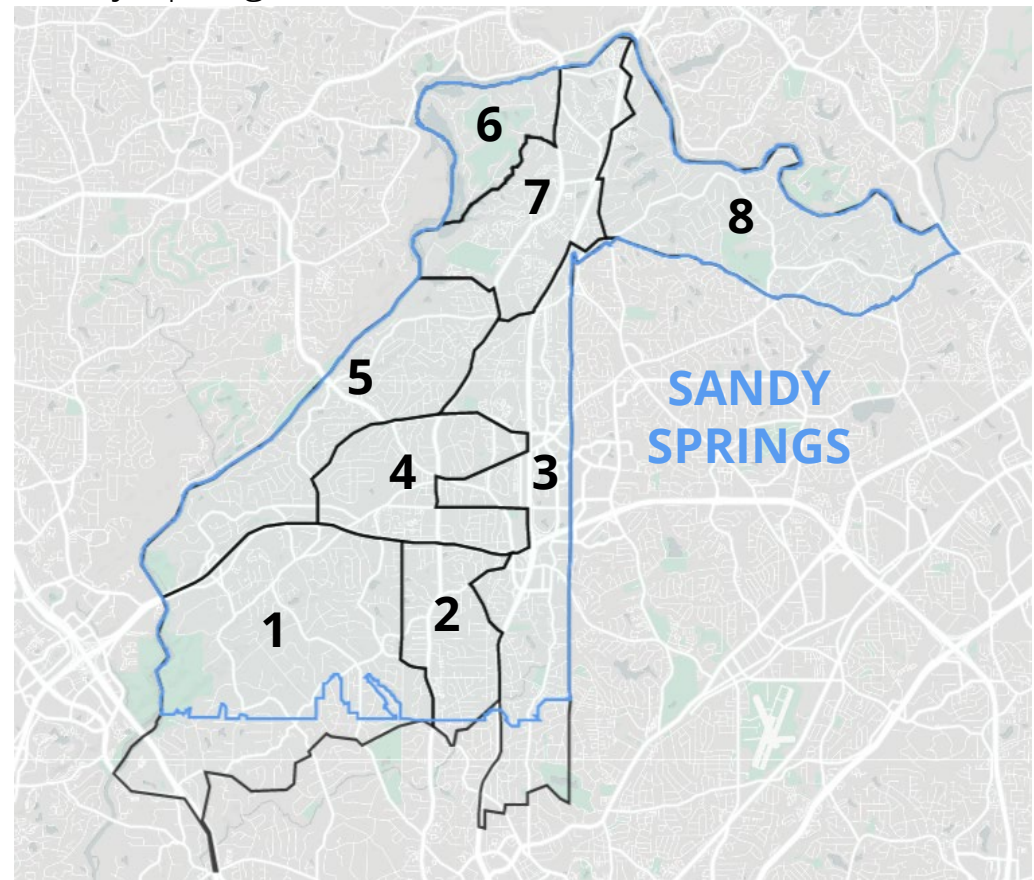
REGIONAL COMPARISON STUDY AREAS

MSA, North Atlanta, and Sandy Springs, GA



SUBMARKET COMPARISON STUDY AREAS

Sandy Springs and Subareas



Key Findings | Drivers of Housing Challenges

Sandy Springs has experienced sustained housing demand driven by job growth and quality of life, insufficient overall housing production to meet this demand, and limited new home types that support affordability.

SUSTAINED JOB GROWTH DRIVES DEMAND PRESSURE

Sustained growth in the office market and successful corporate attraction has led to high employment growth in the city, especially in high paying sectors. Smaller households are also attracted to the high quality of life.

**+14% job growth
vs.
+ 2% population growth**

OVERALL HOUSING DELIVERIES INSUFFICIENT TO ABSORB THIS PRESSURE

New demand has far outpaced new supply. The majority of housing development has been for redevelopment of existing single family homes.

65%
new single family home
permits for lots with
previous uses

NEW HOME TYPES DO NOT SUPPORT AFFORDABILITY

In addition to the replacement of lower cost homeownership options with more expensive for-sale homes, recent planned multifamily development will only deliver top-of-market rental options.

30%
recently sold homes
affordable to first time
homebuyers*

*Analysis of Zillow data detailed later in report

Key Findings | Housing Needs

These trends have resulted in declining homeownership access for new and existing residents and declining rental affordability.

HOMEOWNERSHIP INCREASINGLY OUT OF REACH

Home prices continue to grow faster than incomes, and high interest rates compound the high price of borrowing for prospective homeowners.

+41%
Home value growth vs.
+15% homeowner
income growth
(2018-2024)

DECLINING RENTAL AFFORDABILITY AND ACCESS

New rental options serve high income renters, and the existing rental stock is increasing in price, resulting in a loss of affordable rental homes. As a result, the rental supply gap has moved up the income spectrum and increased.

-12,000
rental homes below
\$1,500 lost
(2018-2023)

An aerial photograph of a suburban neighborhood. In the foreground, there are several large, multi-story houses with brown roofs and green lawns. The houses are surrounded by lush green trees. In the background, a dense line of trees separates the suburban area from a city skyline. The skyline features several tall, modern buildings under a clear blue sky. A dark blue horizontal bar is overlaid on the image, containing the text '02' and 'Increasing Demand'.

02

Increasing Demand

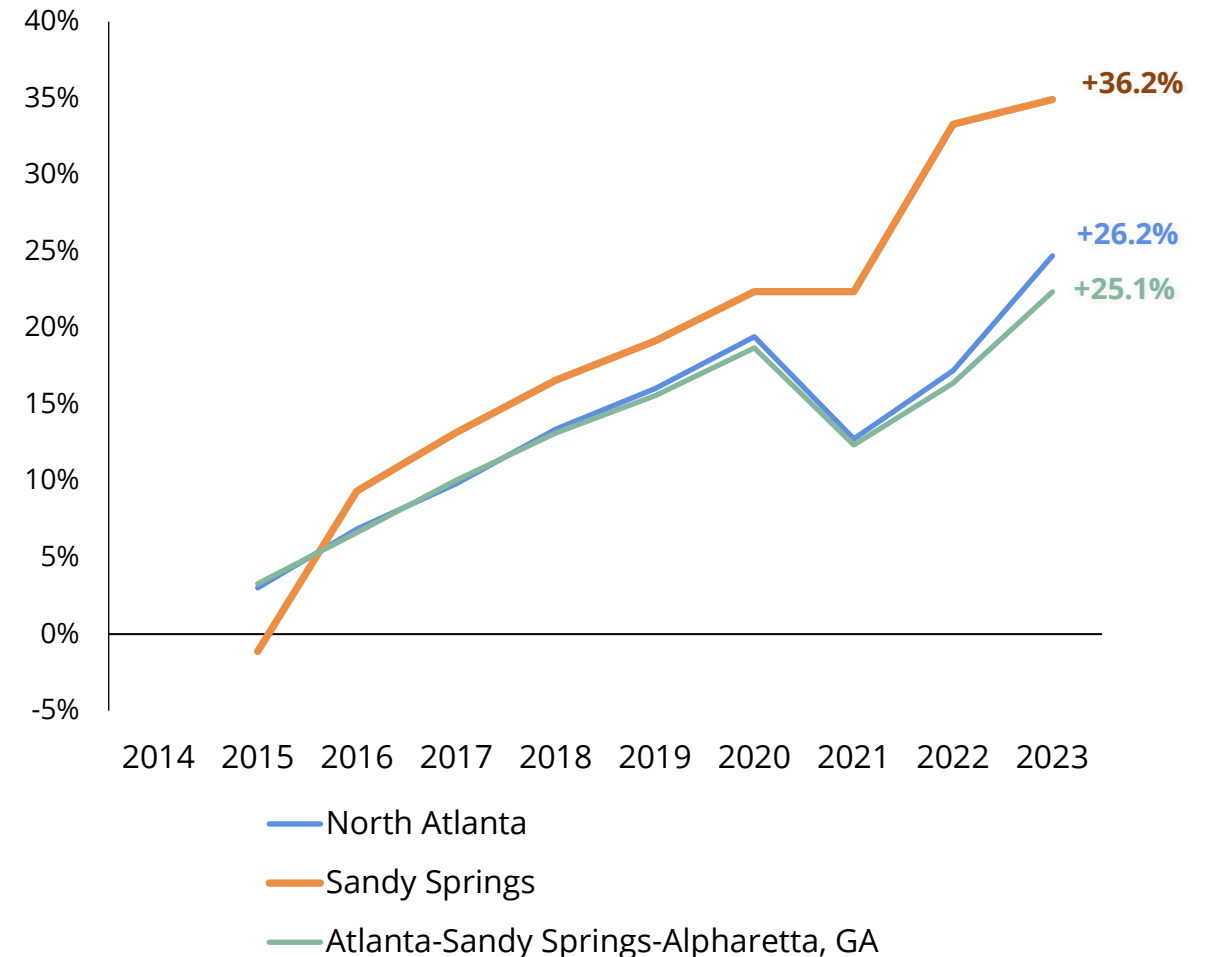
SUSTAINED JOB GROWTH

Sandy Springs is part of a strong job market that leads the region in employment growth.

- Sandy Springs added over **32,000 jobs** from 2013-2023.
 - +12,600 since 2020
- Projected to continue seeing jobs growth with the addition of expansion of key employers:
 - Asbury Automotive: +500 jobs
 - Mercedes: + 400 jobs
 - Unnamed Employer: + 1,500 jobs

*Bureau of Labor Statistics Quarterly Census of Employment and Wages (2014-2023).
Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (2014-2023).*

Employment Percent Growth (2014-2023)



CONTINUED EMPLOYMENT GROWTH

Thousands of jobs were added in industries with middle to upper income wages.

- This drives growing demand for homes in Sandy Springs.

Sandy Springs Employment Growth by Wage Group
(2018-2023)

Wage Category	Example Occupations	Total Employment (2024)	Net New Jobs (2014-2024)	Average Affordable Rent
High (>\$100k) Average Wage: \$131k	Information, Finance, Insurance	51,800	+ 4,600	\$3,300
Moderate (\$57-\$100k) Average Wage: \$73k	Healthcare Practitioners; Installation, Maintenance & Repair	160,300	+ 25,000	\$1,800
Low (<\$57k) Average Wage: \$46k	Food Preparation, Personal Care and Services	33,000	+ 700	\$1,150

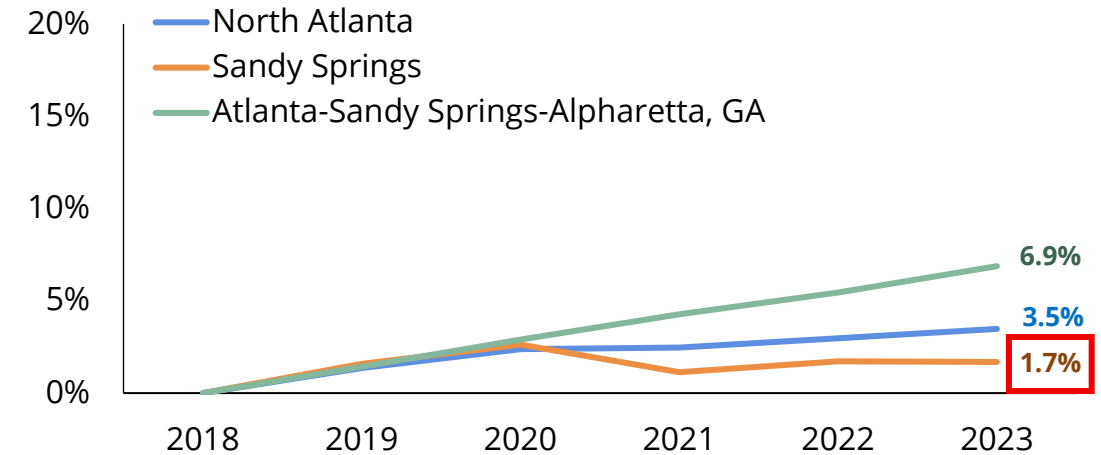
Bureau of Labor Statistics Quarterly Census of Employment and Wages (2018,2023).
Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (2018, 2023).

GROWTH IN SMALL HOUSEHOLDS

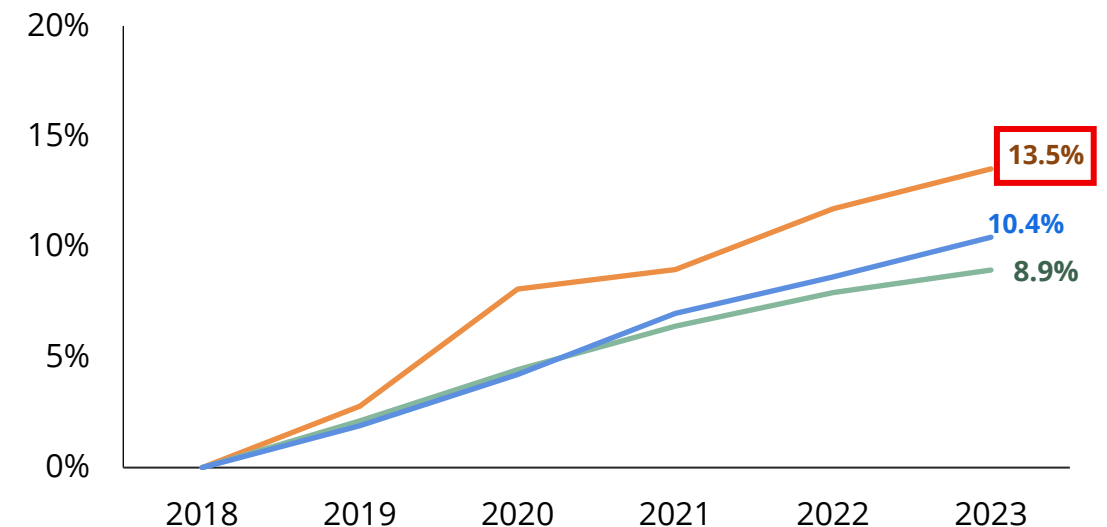
Demand in Sandy Springs is largely driven by small, affluent households who are buying homes.

- Sandy Springs is an employment destination in the Atlanta metro and a premium housing market for young working professionals commuting into Atlanta.
- **Overall population of the city only increased by 1.7%** (far below north Atlanta and the Atlanta metro), but the number of households living in the city increased by 13.5%, above peer areas.

Population Growth (2018-2023)



Household Growth (2018-2023)

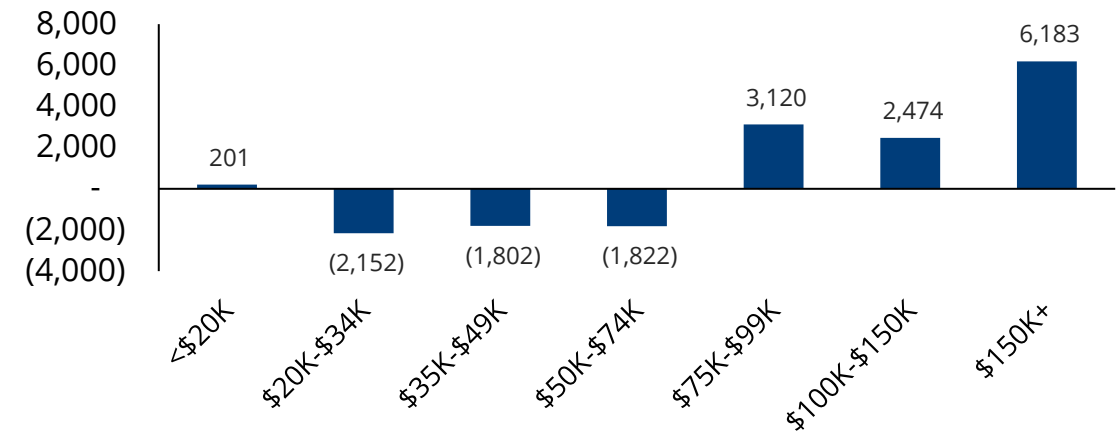


INCREASE IN HIGH INCOME HOUSEHOLDS, LOSS OF LOW-INCOME HOUSEHOLDS

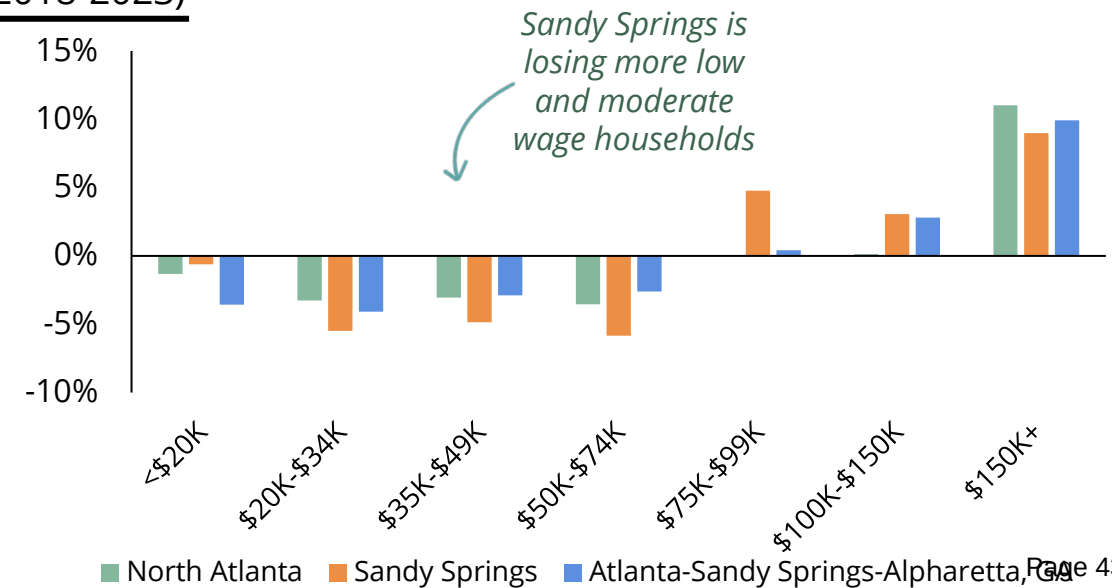
Departure of low-income households from Sandy Springs due to increased demand and competition over limited supply pool.

- **There are 5,000 fewer households earning less than \$75,000 than in 2018** and over 11,000 more households earning more than \$75,000.
- **Sandy Springs has had a greater proportional loss of low-income households than the region**, suggesting Sandy Springs is going through swifter socio-economic change and greater household relocation.

Sandy Springs Change in Households by Income (2018-2023)



Comparative Percent Change in Households by Income (2018-2023)

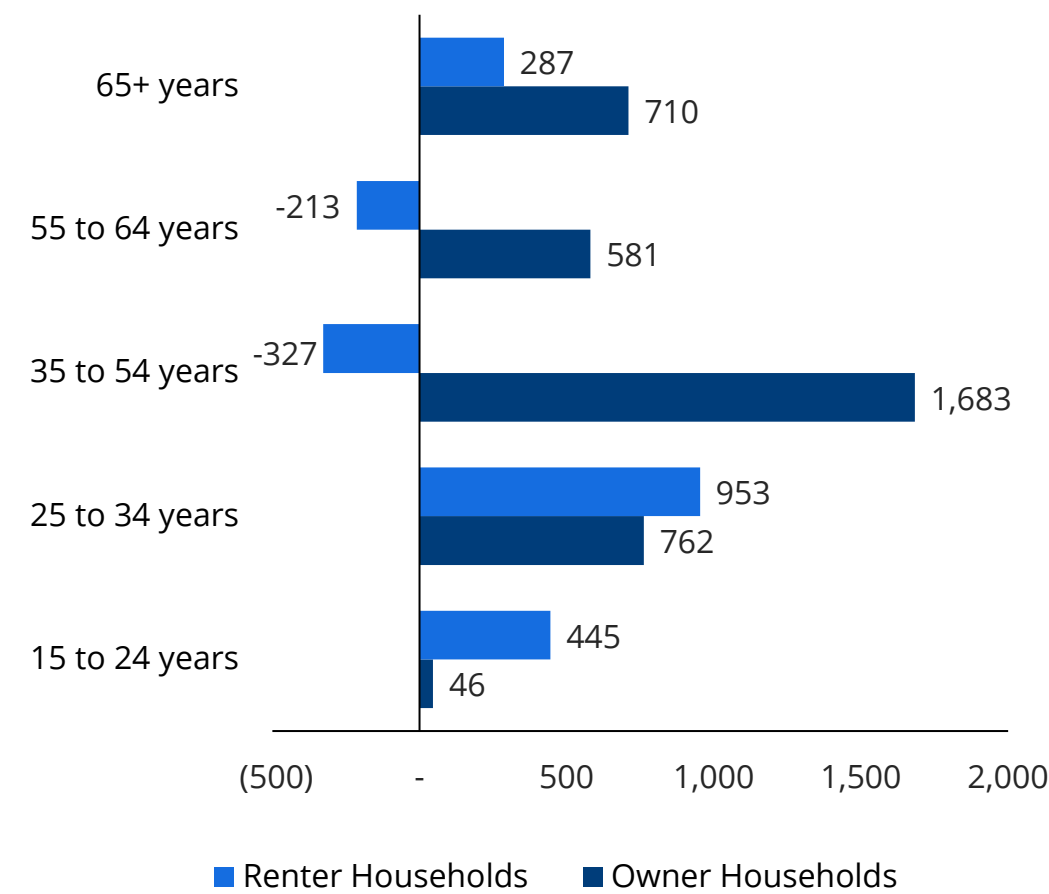


HOUSEHOLD GROWTH BY AGE

Demand for homeownership is strong amongst young and middle age households, but younger households are also driving demand for rental homes.

- The decrease in middle to older renter households who typically have stronger incentives to stay in an area suggests these households are vulnerable to price pressures.

Change in Households by Age and Tenure
(2019-2024)

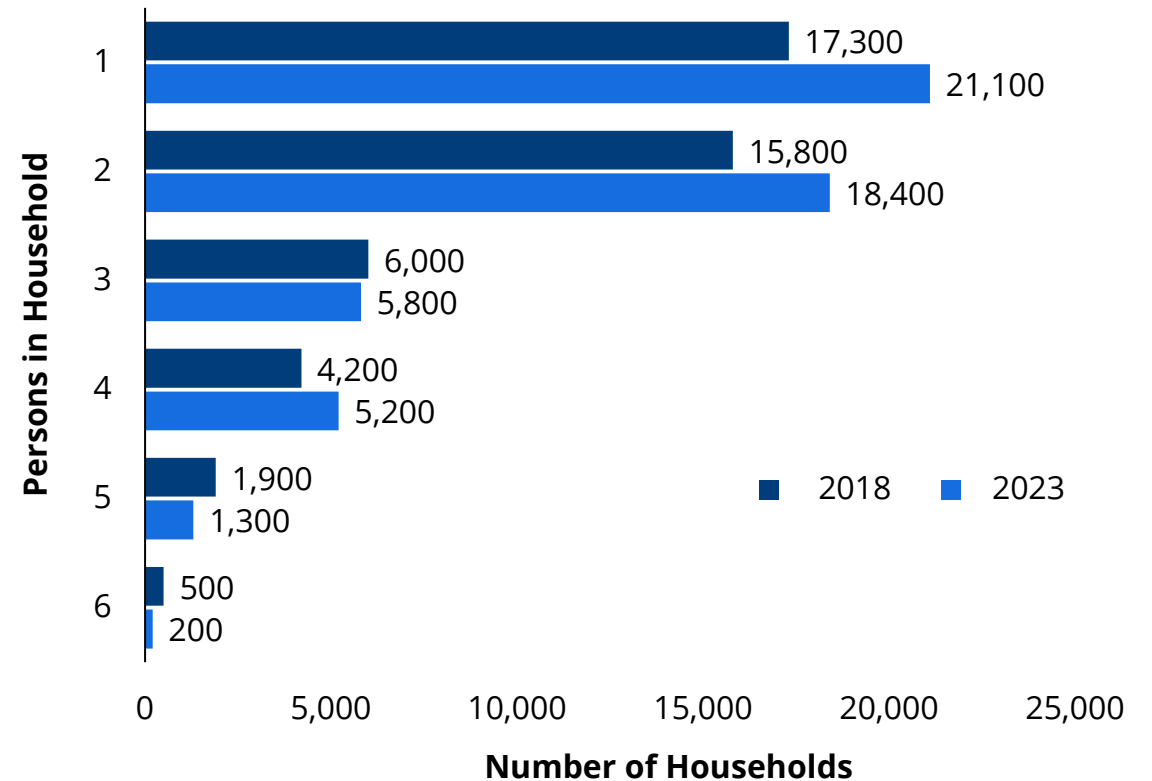


YOUNGER, SMALLER HOUSEHOLDS

Young working age residents will require a variety of housing options and typologies to remain in Sandy Springs for different stages of their life.

- Compared to peers, a greater portion of Sandy Springs residents fall into the 25-34 age range, and fewer children (17 and under).
- **+6,400 in 1-2 person households.**

Sandy Springs Households by Size
(2018-2023)



An aerial photograph of a suburban neighborhood with numerous houses and trees. In the background, a city skyline is visible under a clear sky. A dark blue horizontal bar is overlaid on the image, containing the number '03' in white. The text 'Limited Production' is written in white below the bar.

03

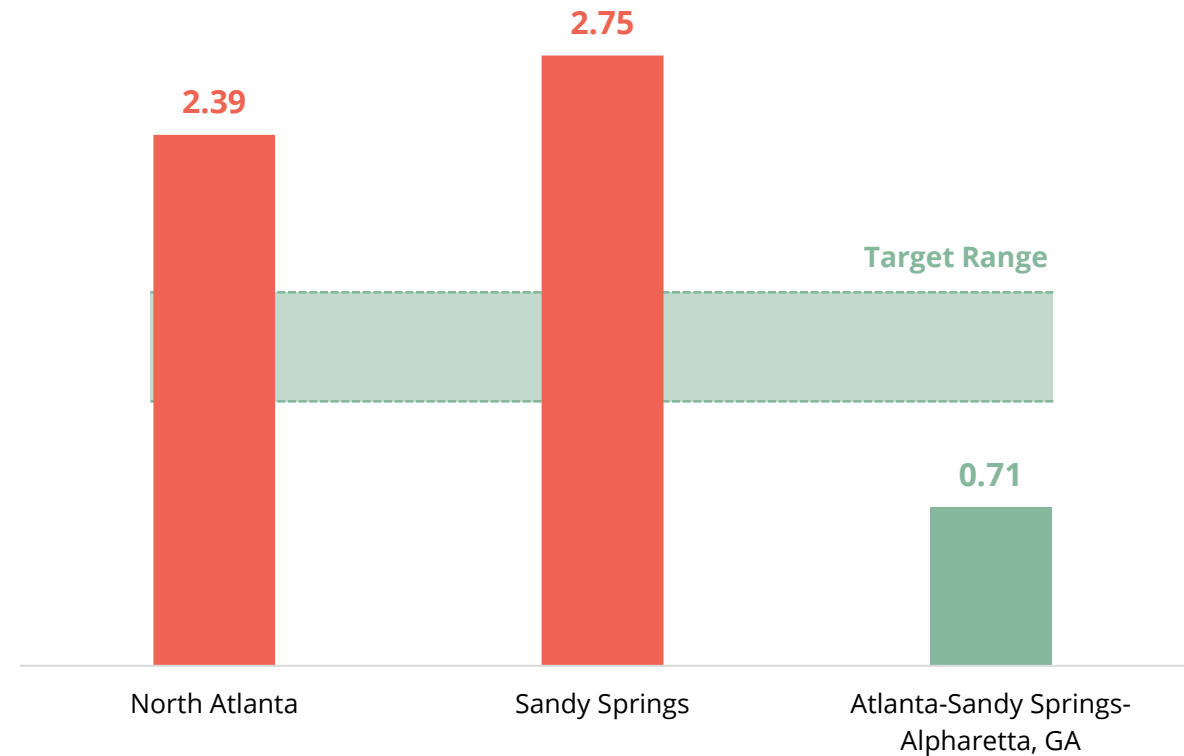
Limited Production

LIMITED PRODUCTION JOBS-HOMES IMBALANCE

The production of new homes in Sandy Springs has not kept pace with the region or with local job growth.

- Sandy Springs added only 1 home for every 2.75 jobs created from 2018-2023, far below a target range of ~1.2-1.6.
- The expansion of local employers may exacerbate this issue:
 - Asbury Automotive: +500 jobs
 - Mercedes: + 400 jobs
 - Unnamed Employer: + 1,500 jobs

Ratio of New Jobs to New Homes (2018-2023)



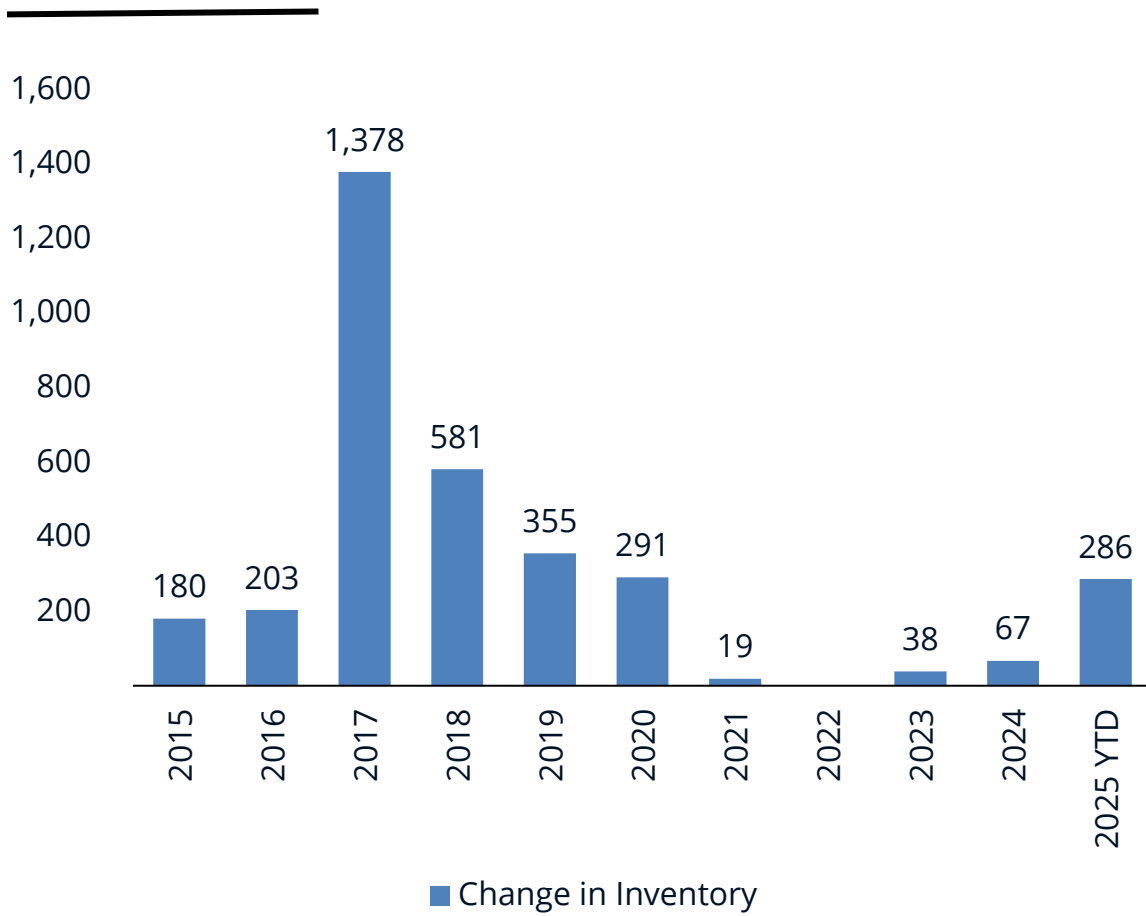
LIMITED PRODUCTION
ABSENCE OF MULTIFAMILY DEVELOPMENT

At a time with the City was experiencing strong economic growth, the development community stopped producing multifamily buildings.

- Changes in building code requirements caused multifamily deliveries to flatline, which placed significant pressure on the existing rental market.

CoStar (2015-2025)

Change in Multifamily Units by Year
(2015-2025)

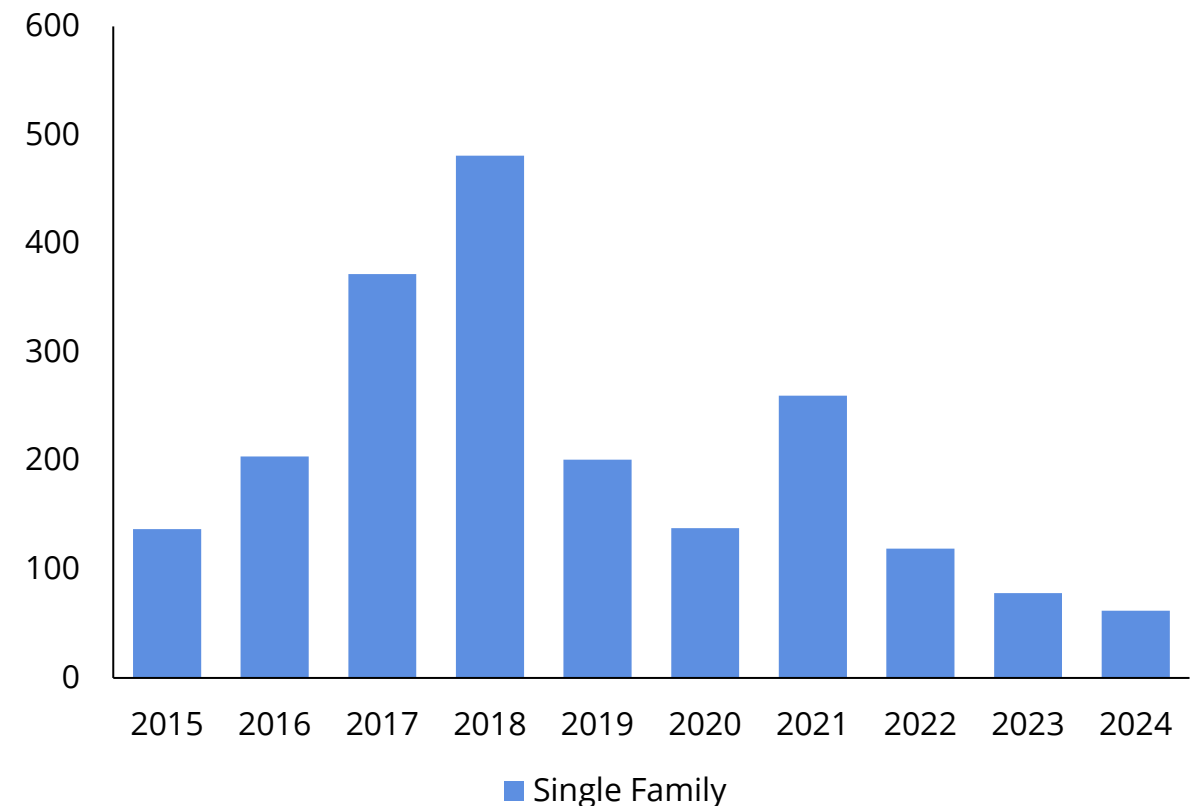


LIMITED PRODUCTION SINGLE FAMILY HOMES

In this time period, Sandy Springs delivered a modest number of single family and attached homes, and very few multifamily units.

- Relatedly, the type of single-family units being permitted in Sandy Springs are large scale, expensive new homes.
- From 2024-2025 the median valuation of permitted homes was over **\$1.3 million**, the median square footage was roughly **8,000 SF**.
- **This directly informs who is able to move within or move to Sandy Springs.**

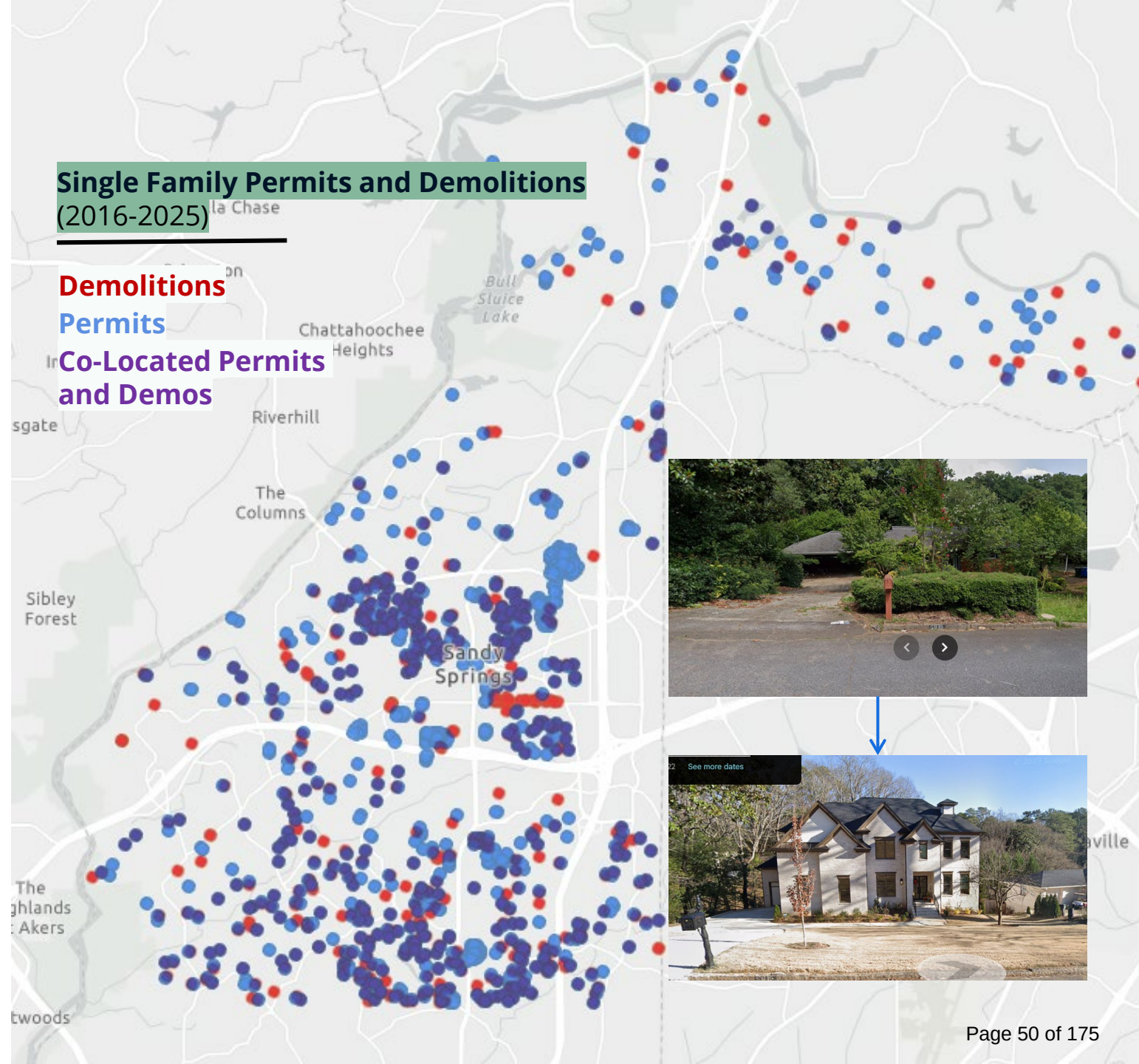
Residential Permits by Type
(2015-2025)



LIMITED PRODUCTION DEMOLITIONS AND DELIVERIES

1:1 replacements are removing more affordable homeownership options from the market.

- Over **40%** of single family home permits from 2024-2025 on lots with previous residential developments are pulled by applicants expressly looking to 'flip' these homes.



An aerial photograph of a suburban neighborhood with numerous houses and trees. In the background, a city skyline is visible under a clear sky. A semi-transparent dark blue horizontal bar is overlaid across the middle of the image, containing the text '04 Homeownership Access'.

| 04

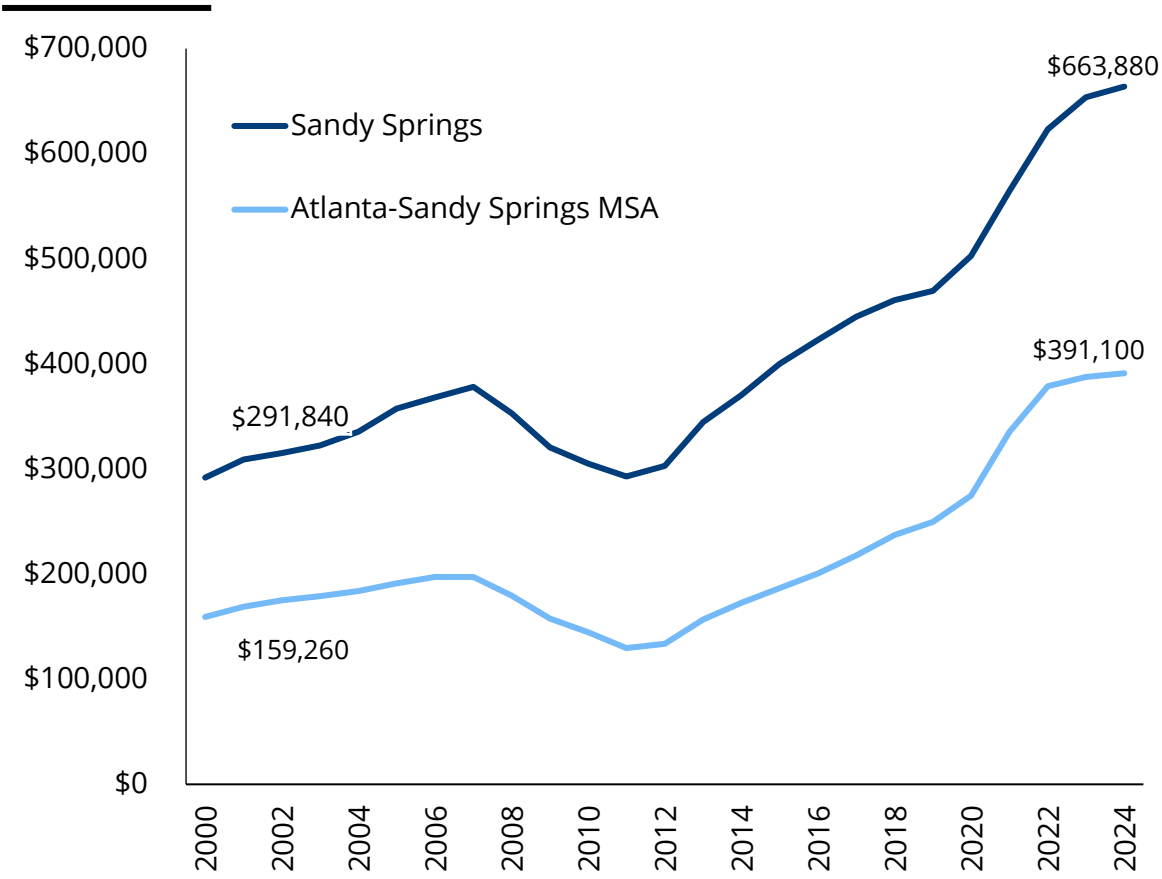
Homeownership Access

RISING HOME VALUES

Home value growth has accelerated since 2018.

- While the region is also experiencing rapid home price growth, Sandy Springs continues to be significantly more expensive.

Home Values
(2000-2024)

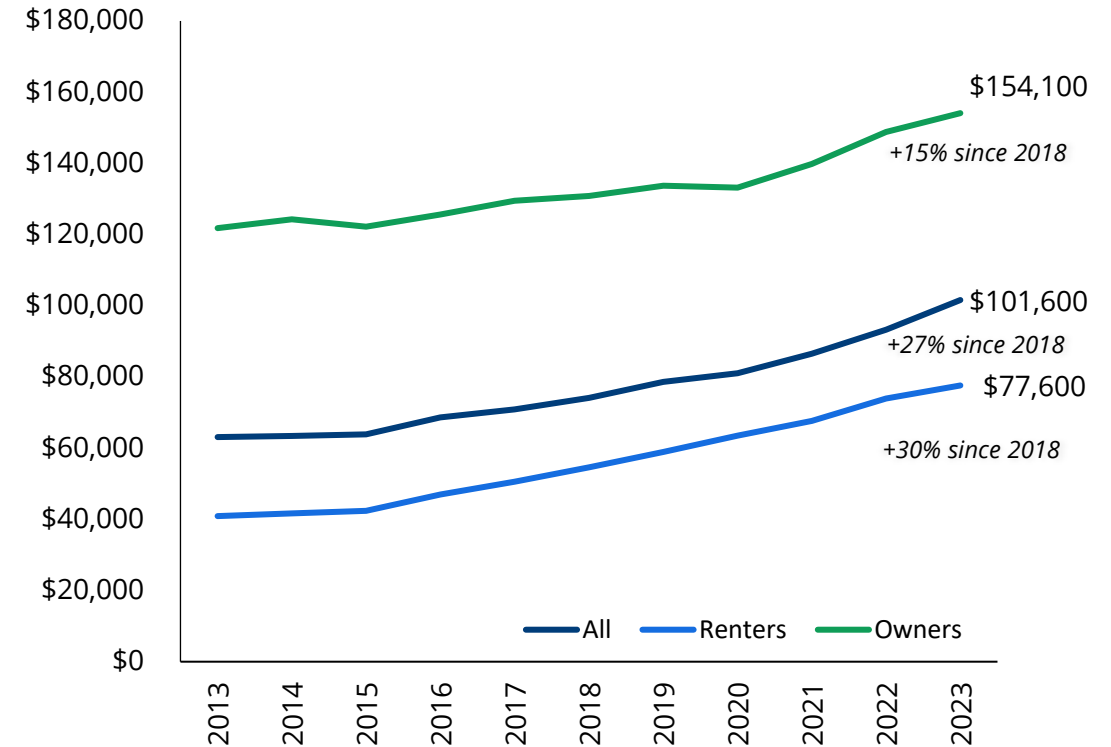


HOUSEHOLD INCOME

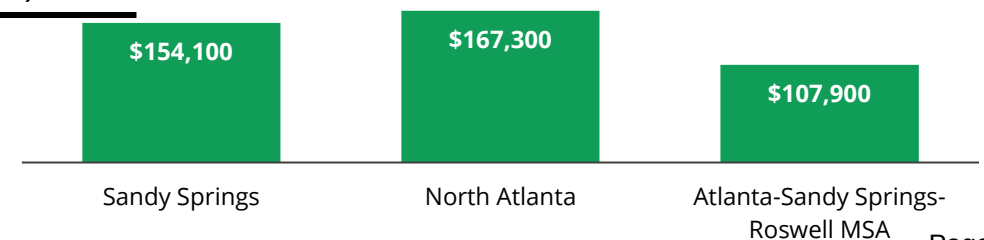
Homeowner incomes are increasing at a slower rate than the value of their homes, driving up individual wealth, homeowner costs, and re-sale pressures. Without options to right size affordably, owners may opt to relocate to other markets.

- The **median household income** of Sandy Springs homeowners has **increased 15%** from 2018-2023. This falls well below the **41% increase in home values** during the same period.
- Providing a variety of affordable housing types can simultaneously attract new owner households and ensure existing owners can stay within the Sandy Springs market.

Sandy Springs Household Income by Tenure (2013-2023)



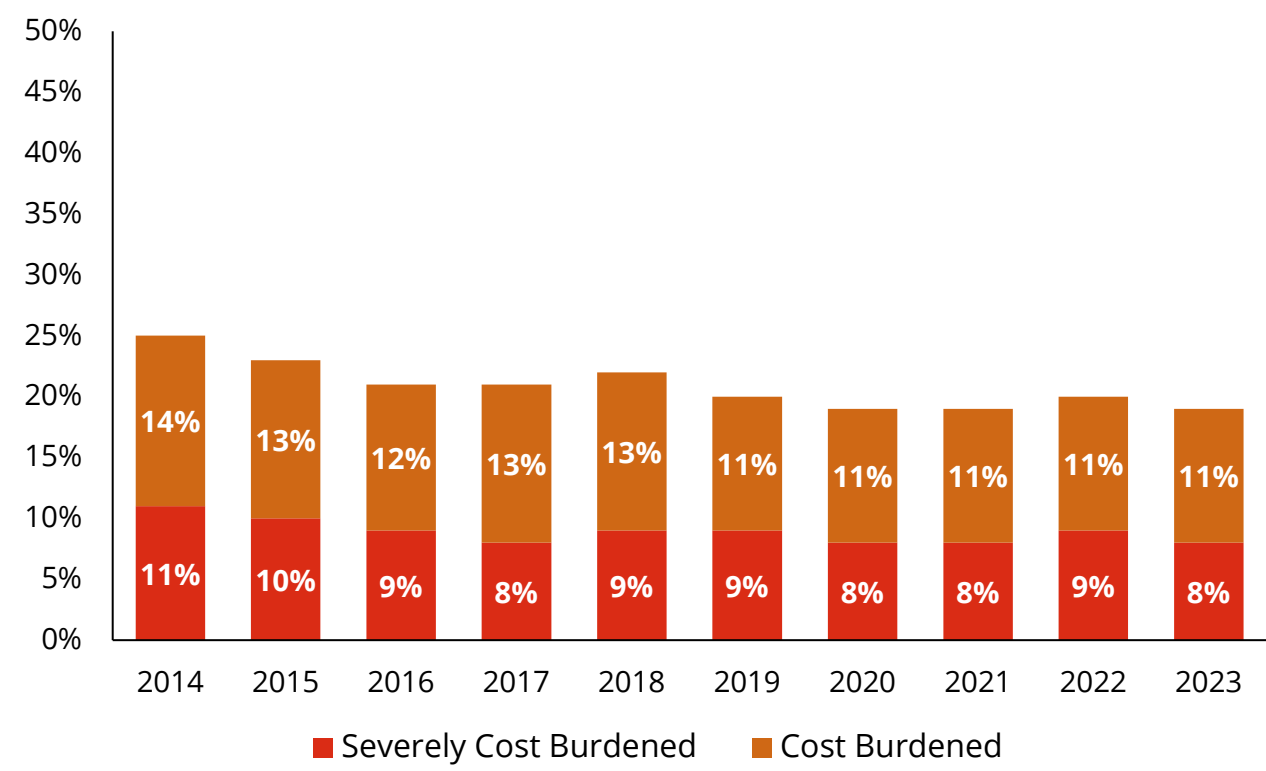
Peer Area Home-Owner Median Household Income (2023)



DECLINING OWNER COST BURDEN

As Homeowner incomes increase, cost burden has declined. This low cost-burden rate suggests that lower income buyers have been shut out of or have exited the market, rather than experiencing a decline in housing related costs.

Owner Cost Burden
(2014-2023)

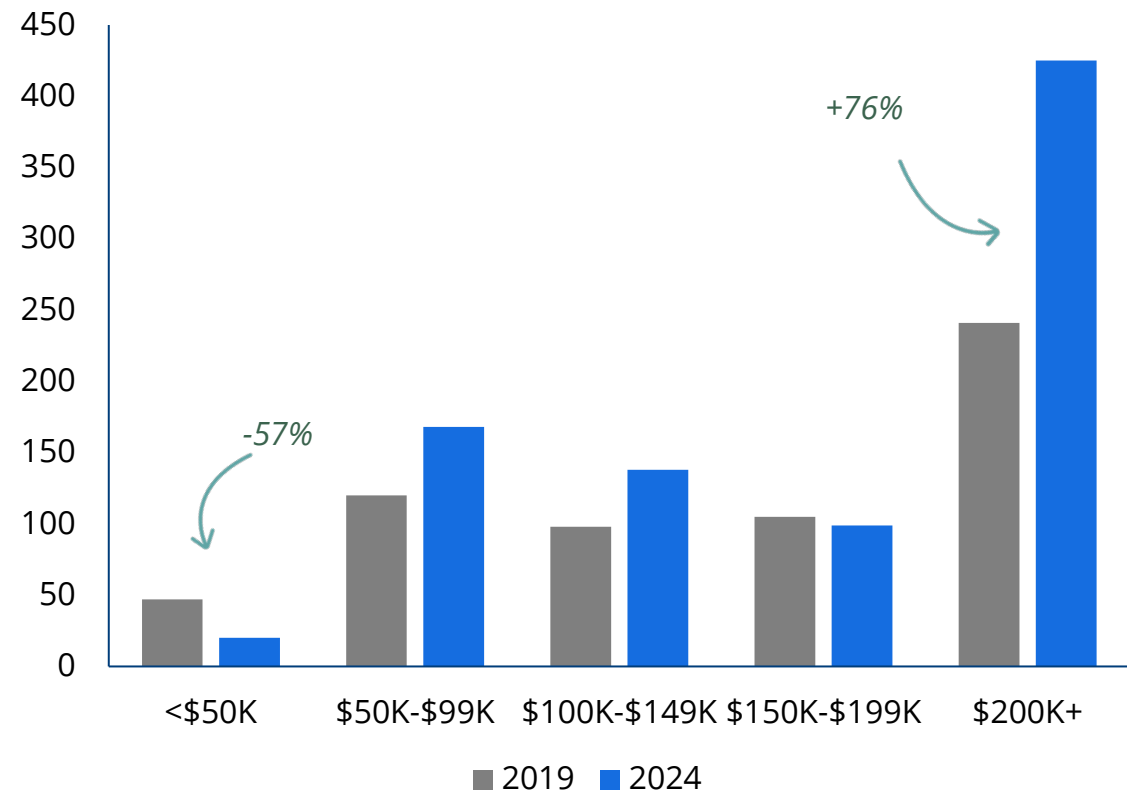


HIGH INCOME BUYERS

The number of mortgages pulled by high income households grew by over 75% from 2019 to 2024.

- These households pulled roughly **half of all home purchase mortgages** in 2024.
- During the same time period, the number of mortgages pulled by households making less than \$50k declined by 57%.

Change in Home Purchase Mortgages by Household Income (2019-2024)

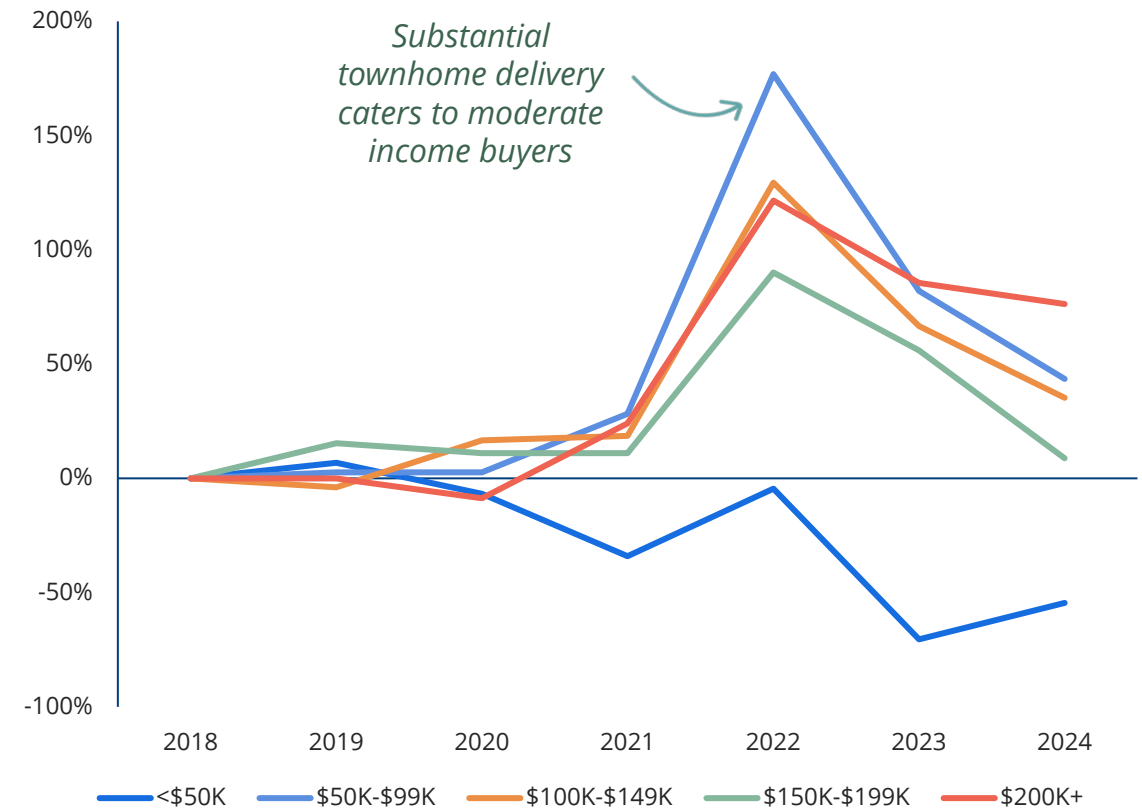


HIGH INCOME BORROWERS

There is a market for middle income buyers who are interested in owning in Sandy Springs when supply permits it.

- During 2022 and 2023, when numerous townhome options were delivered, the rate of mortgages pulled by households making \$50-\$99k increased significantly.

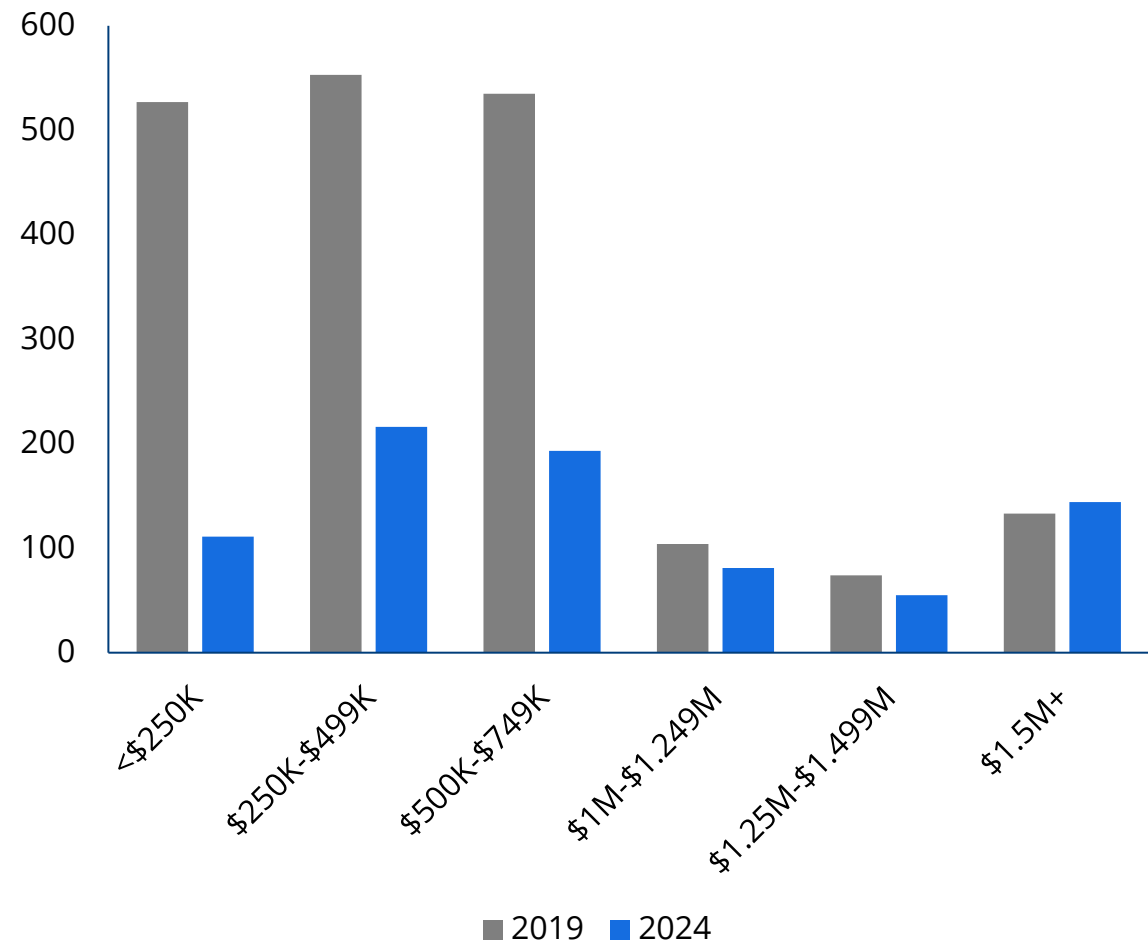
Growth Rate of Sandy Spring by Household Income (2018-2024)



LOSS OF AFFORDABLE HOME SALES

There has been a drastic decline in home sales for less than \$750k and for less than \$250k in particular.

Home Sales by Price
(2019, 2024)

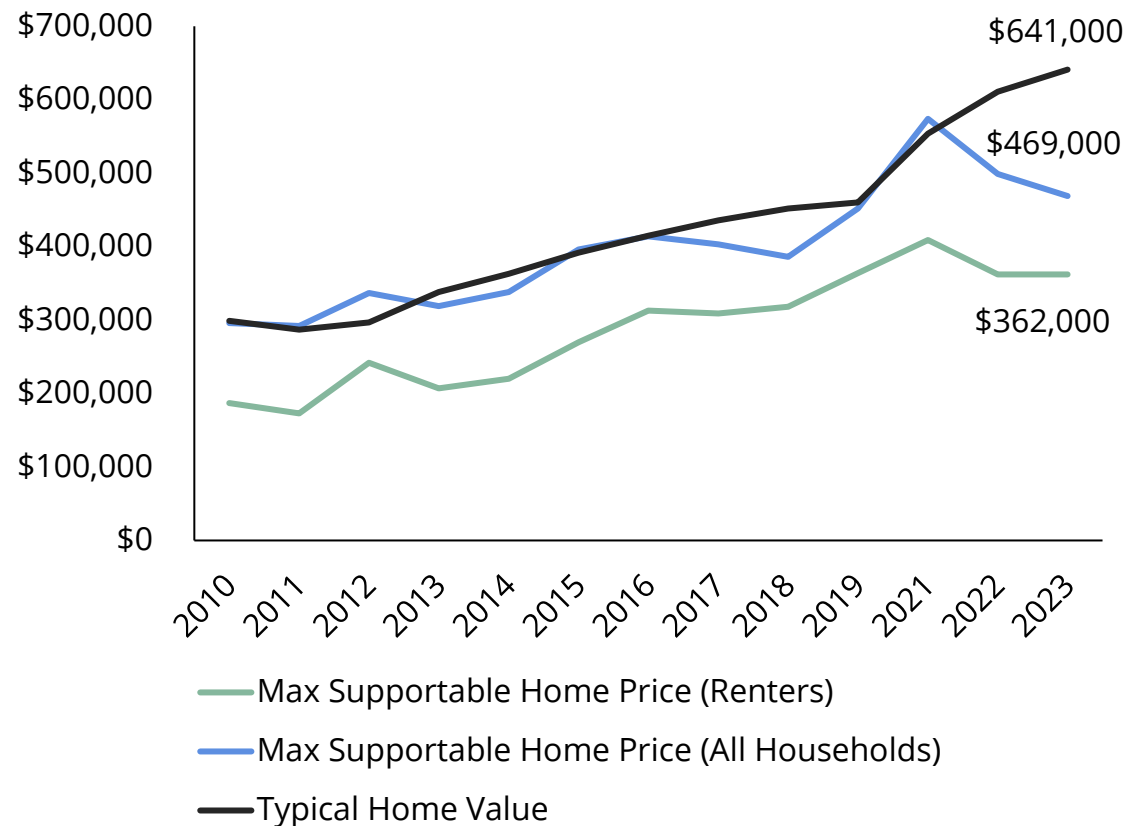


HOUSING COSTS

The median household in Sandy Springs can no longer afford the median home price as interest rates have increased and purchasing power has declined.

- Renters living in Sandy Springs looking to purchase a property can afford roughly half of the cost of a typical home in Sandy Springs.

**Cost Barriers to Entry for First-Time Buyers
(2010-2023)**



ENTRY LEVEL HOME-OWNER OPPORTUNITIES

On average affordable homes were located on much smaller lots and had fewer bedrooms.

- Of the nearly 3,000 units sold in the past two years in Sandy Springs, roughly 30% of them were affordable to first time home buyers (priced at or below \$362k).

Recently Sold Homes Profile
(2023-2025)

	Affordable to 1 st Time Home Buyer	Not Affordable to 1 st Time Home Buyer
Average Lot Size	2,200 sf	27,000 sf
Most Common Building Type	Single Family Home	Single Family Home
Average Bedroom Count	2 Bedrooms	4 Bedrooms
Number of Homes Sold	886	2,067

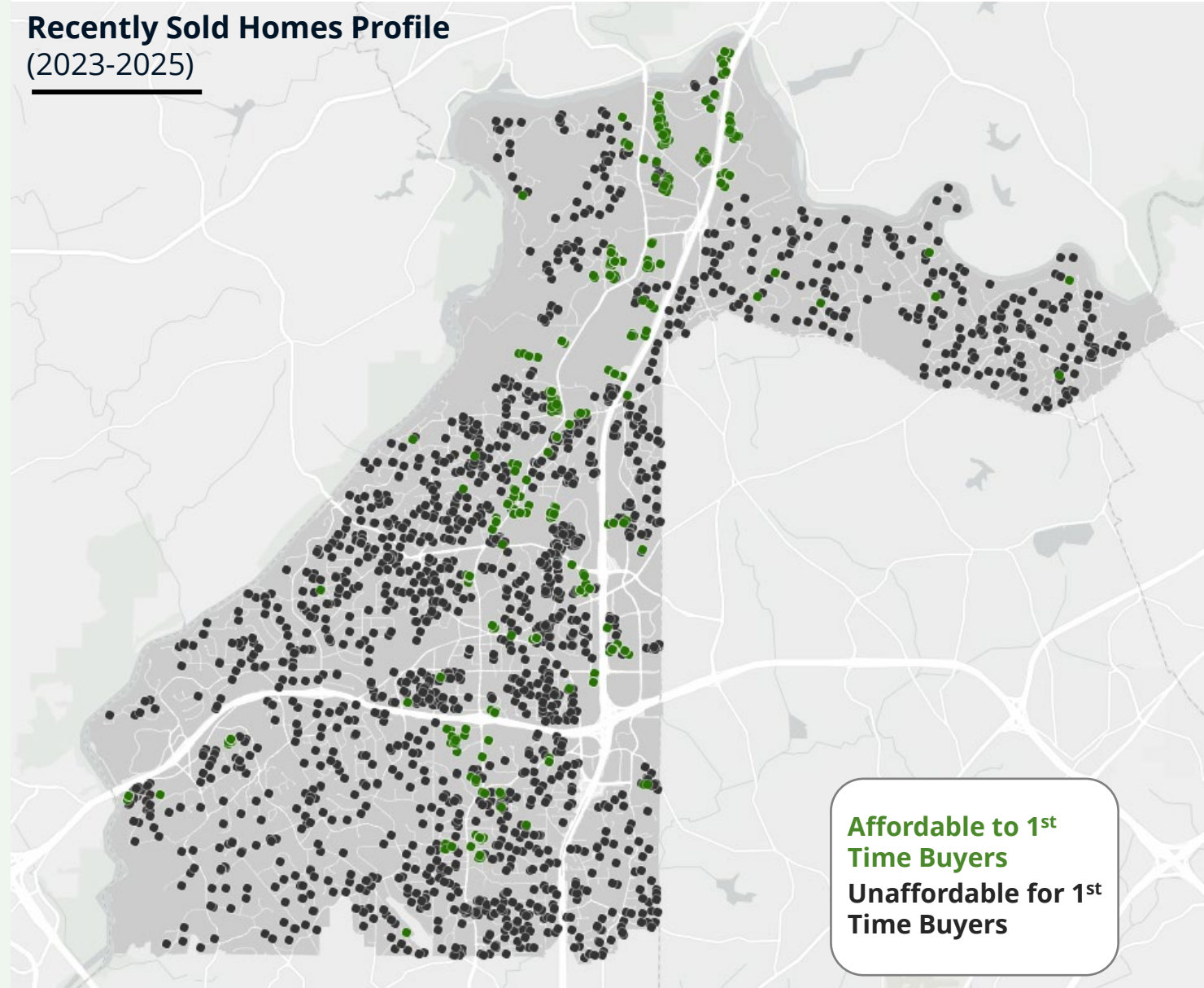
ENTRY LEVEL HOME-OWNER OPPORTUNITIES

Recently sold affordable homes tend to be clustered along central arterials in Sandy Springs where smaller lots are permitted.

- These smaller lots enable smaller, more affordable homes to be built.



Recently Sold Homes Profile (2023-2025)



**Affordable to 1st
Time Buyers**
**Unaffordable for 1st
Time Buyers**

HOMEOWNERSHIP TYPOLOGIES BY PRICE POINT

	Affordable		Unaffordable	
				
Price	\$217,500	\$310,000	\$635,000	\$3.15M
Lot Size	975 SF	1,560 SF	0.48 Acres	2 Acres
Bedrooms	2	2	3	6
Typology	Condo	Townhome	Detached SFH	Detached SFH

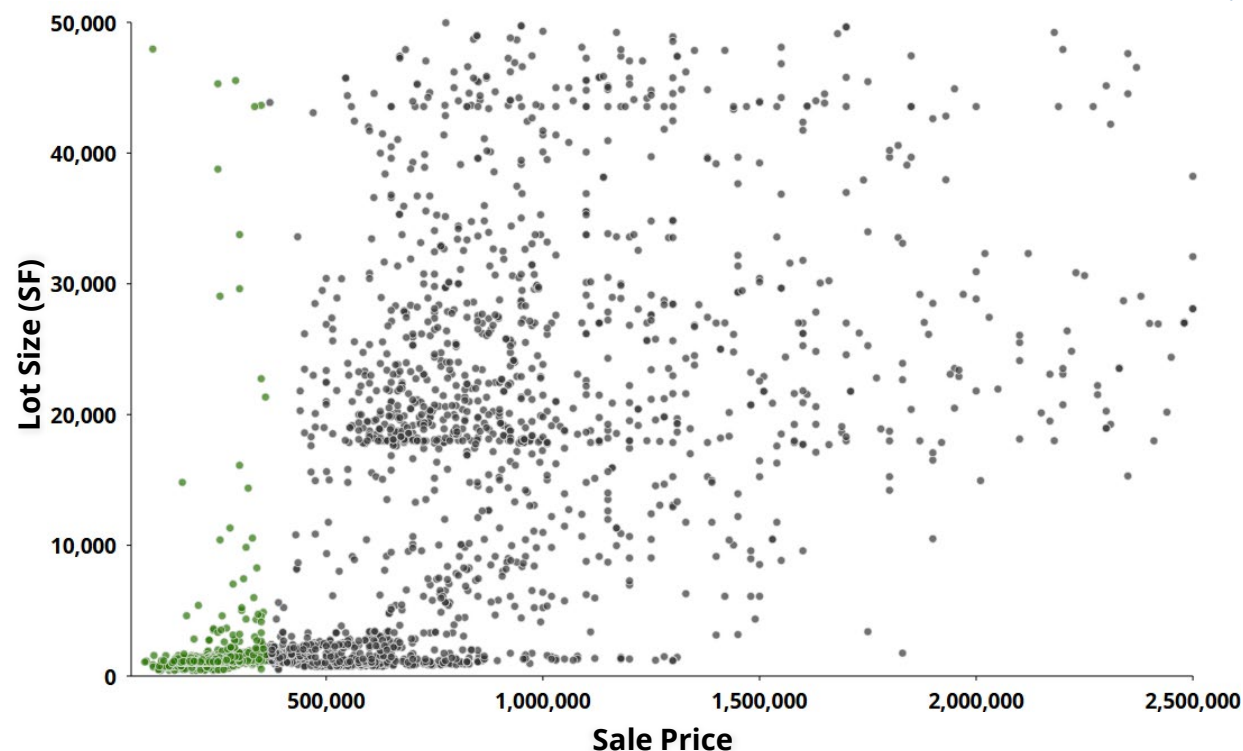
Zillow (2023-2025), Sandy Springs, American Community Survey 5 Year Estimates (2018-2023)

ENTRY LEVEL HOMEOWNERSHIP OPPORTUNITIES

Smaller lots have supported more affordable homeownership options in Sandy Springs.

- Of the sold homes affordable to first-time buyers from 2023-2025, almost **90% were on lots less than 5,000 SF.**
- Of the homes that were unaffordable to first-time buyers, almost **65% were on lots of an acre or more.**
- Permitting subdivision of larger single-family lots can unlock opportunity for the development of smaller, more affordable homes.

Recent Home Sales by Price and Lot Size
(2023-2025)



An aerial photograph of a suburban neighborhood with numerous houses and trees. In the background, a city skyline is visible under a clear sky. A dark horizontal band is overlaid across the middle of the image, containing the page number and title.

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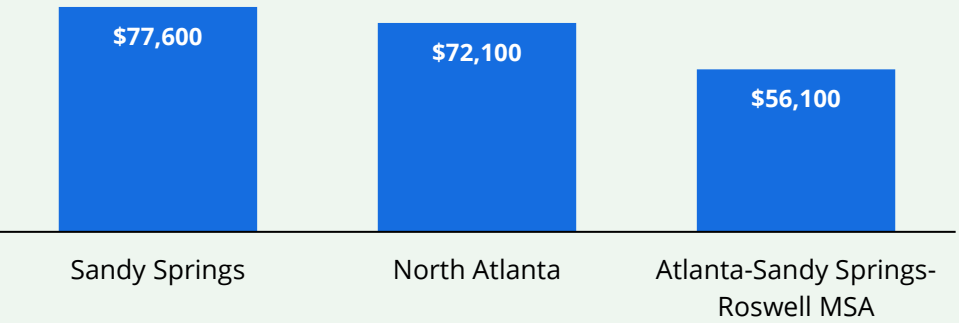
Rental Affordability

HOUSEHOLD INCOME

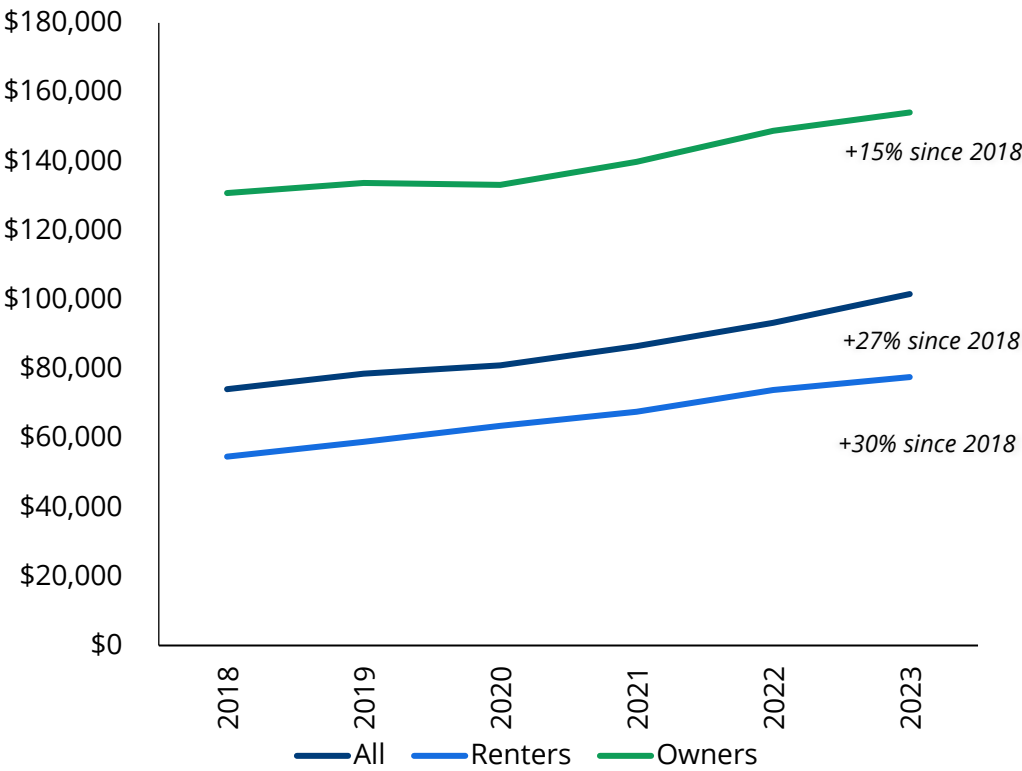
In the past decade, high-income renters have relocated to Sandy Springs in-step with the delivery of high-cost multifamily buildings.

- While **renters in Sandy Springs earn roughly half of what homeowners earn** in the City, as a group their incomes are rising faster than homeowners.

Renter HHI by Area
(2018-2023)



Sandy Springs HHI by Tenure
(2018-2023)

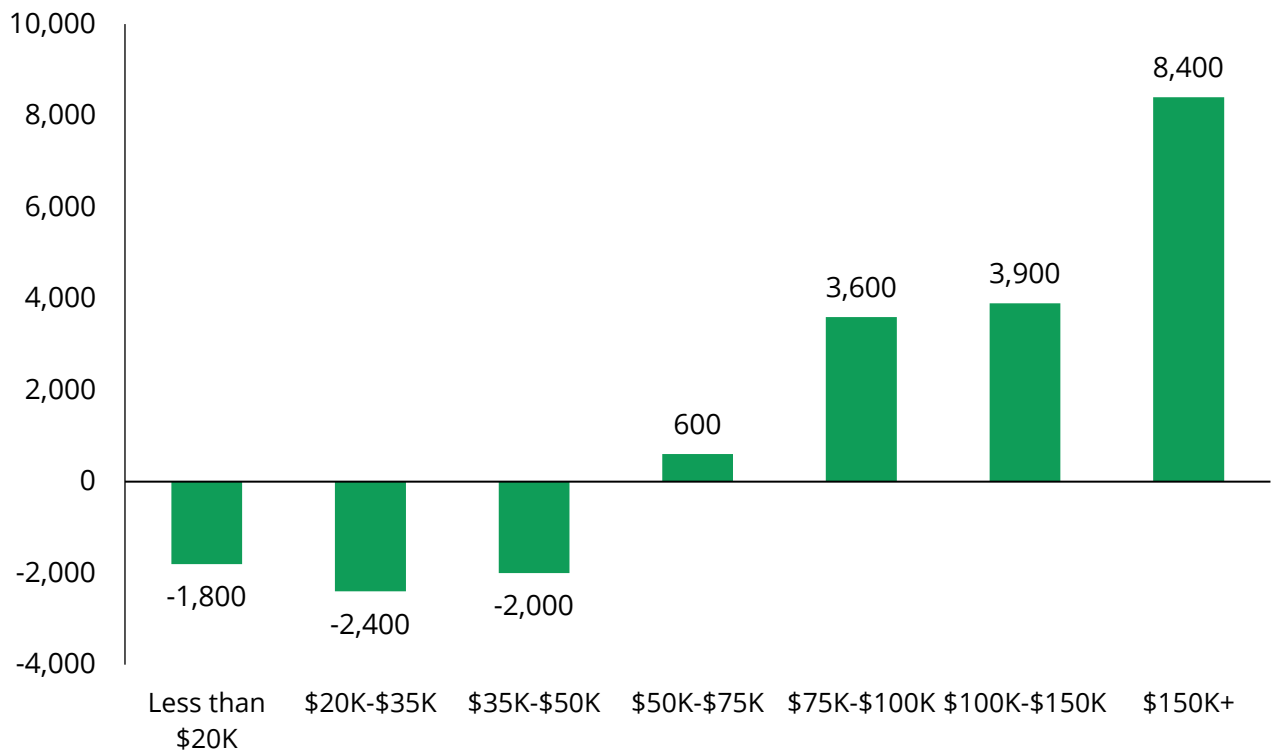


INCREASE IN RENTER HOUSEHOLD INCOME

Lower income renters are likely leaving Sandy Springs as rental prices rise.

- There were **5,000 fewer renter households earning less than \$75,000k** in 2023 than in 2018. Some of this can be attributed to individual households experiencing income growth, but some are also leaving the city.

Change in Renter Households by Income
(2018-2023)



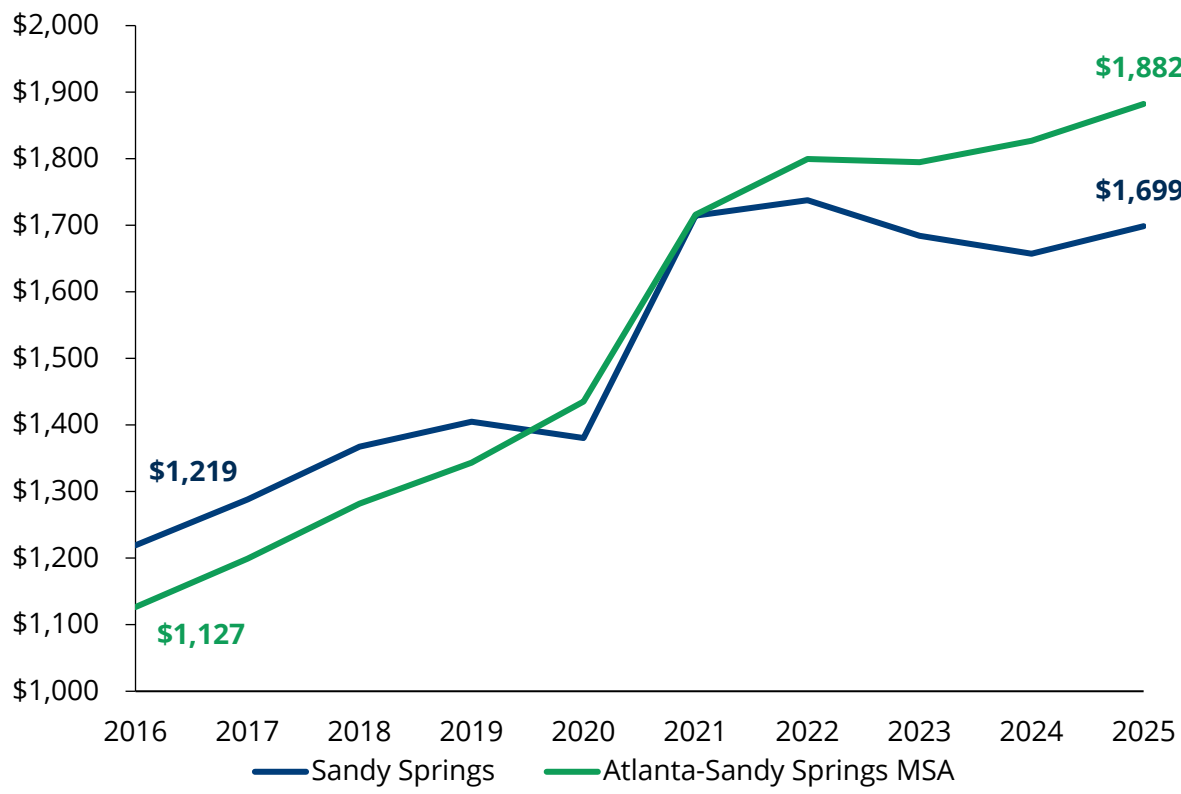
Sandy Springs Housing Needs Assessment Update |

INCREASING RENTAL RATES

Rental rates are rising faster than rental household incomes, increasing costs pressures on renter households.

- Despite a modest dip in rental prices from 2022-2024, **prices are up 40%** since 2016.

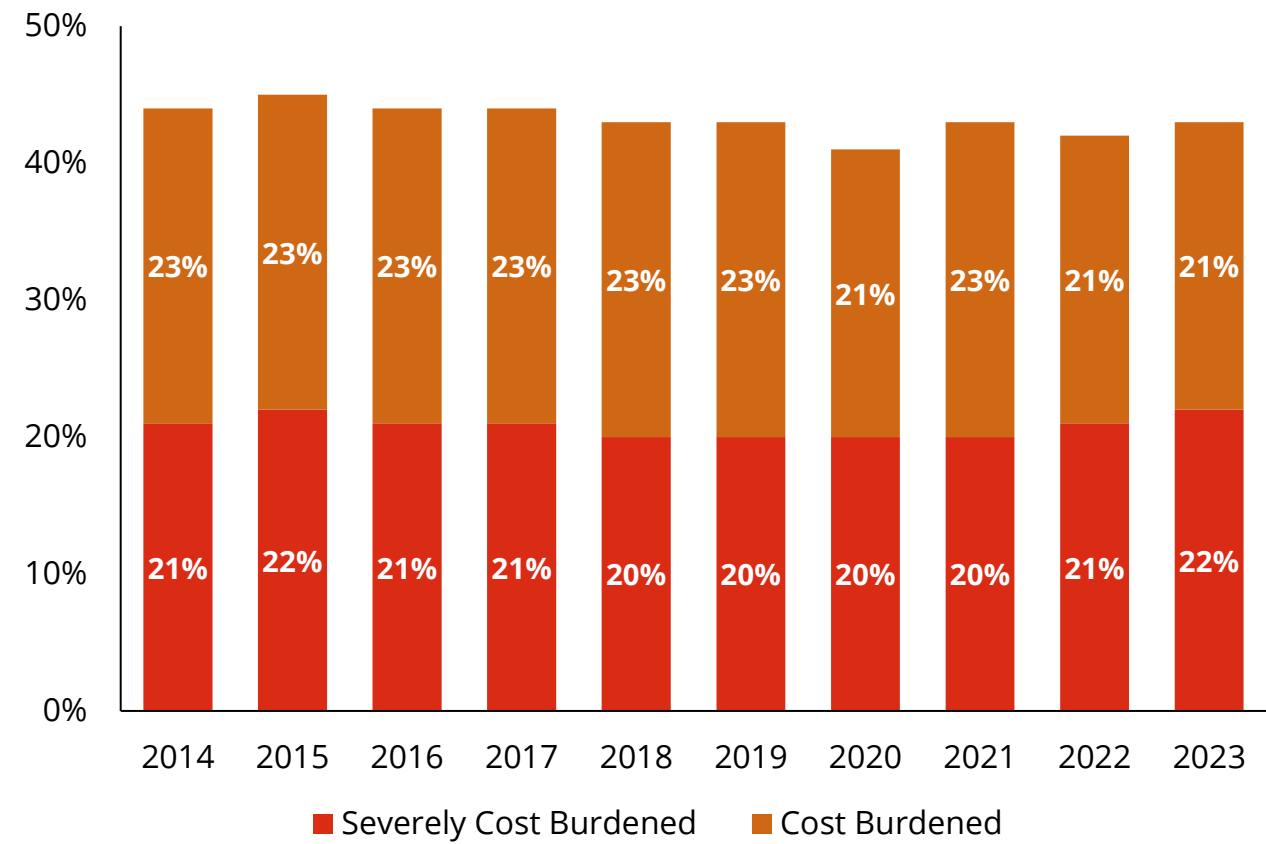
Monthly Rental Rates
(2016-2025)



INCREASING RENTAL RATES

While there has been an influx in higher-income renters into Sandy Springs, renter cost burden remains consistently high in the City as income growth has been met with rising rental rates.

Renter Cost Burden
(2014-2023)



AFFORDABILITY BY EMPLOYMENT SECTOR

Despite the growth of high wage jobs, many who work in Sandy Springs cannot afford to rent there.

- The average administrative services and retail workers cannot afford to reside in the city they work in.
- Average Rent in **2023: \$1,684**

Rental Affordability by Top Employment Sectors
(2023)

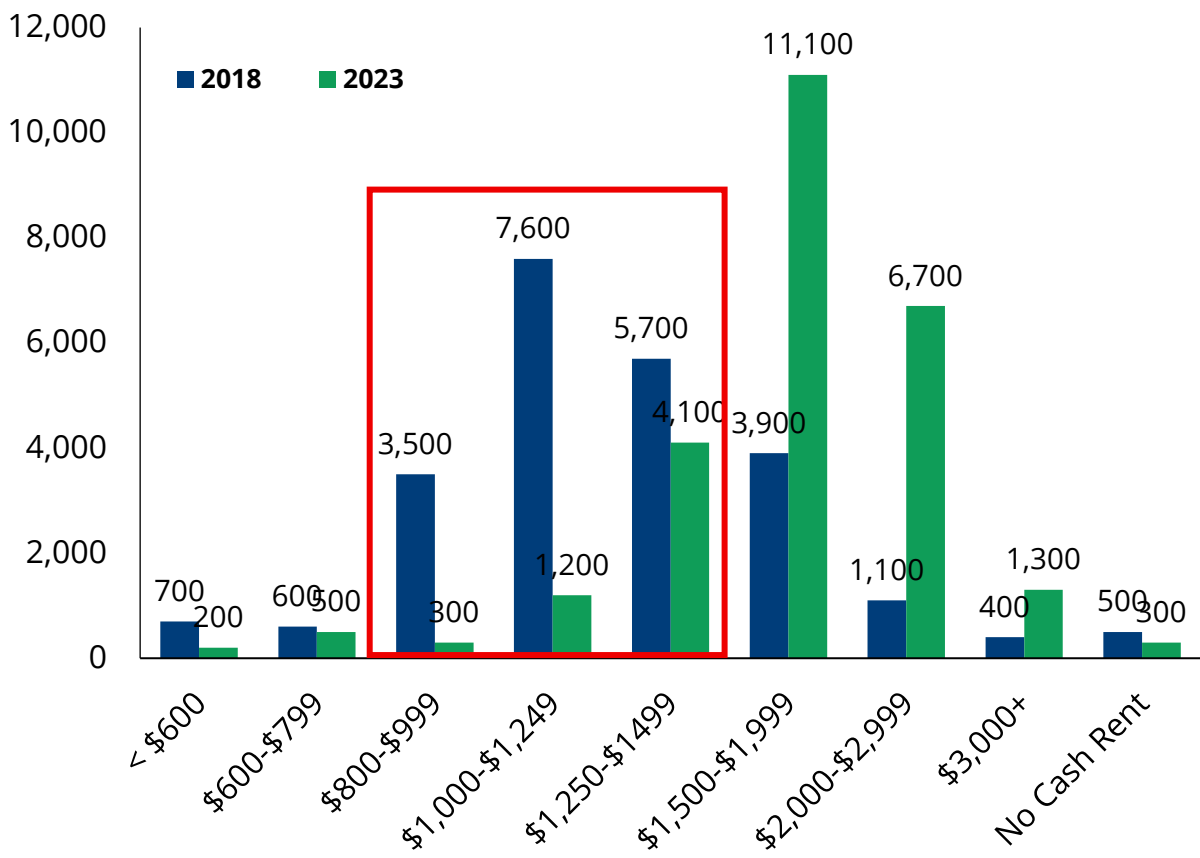
Sector	Total Jobs	Average Income	Affordable Rent
Health Care and Social Assistance	19,704	\$76,187	\$1,905
Prof, Scientific and Technical Services	18,087	\$124,155	\$3,104
Finance and Insurance	15,701	\$135,142	\$3,379
Administrative Services	13,159	\$64,584	\$1,615
Retail Trade	8,592	\$48,223	\$1,206

INCREASING RENTAL RATES

The existing supply of rental homes is filtering up in the market as demand outpaces supply.

- From 2018 to 2023 Sandy Springs saw a net increase of 1,700 rental units.
- During the same period the city saw a **decrease of nearly 12,000 units renting below \$1,500** a month.
- The lack of delivery enables landlords to upcharge their units as competition increases. This shortfall of units resulted in existing available units effectively ‘filtering up’ in the market and becoming increasingly expensive.

Rental Units by Monthly Rent 2018, 2023
(2018, 2023)



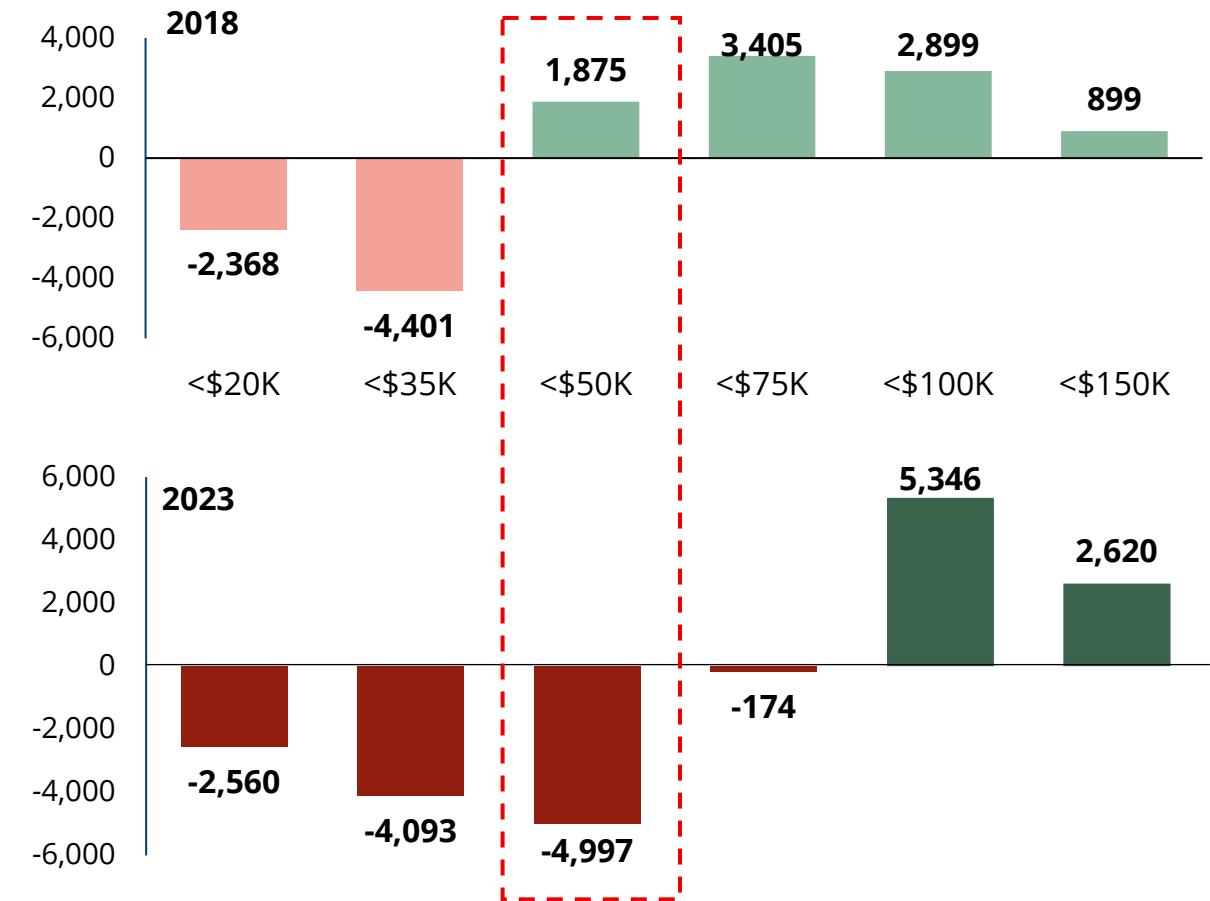
American Community Survey 5 Year Estimates (2018-2023)

AFFORDABLE HOMES PER HOUSEHOLD

The result of these pressures is that the supply gap of rental homes is moving up the income spectrum.

- In 2018, the supply gap was limited to households making less than \$35k annually.
- Sandy Springs is now short about **5,000 rental units for households making less than \$50k annually.**

Rental Supply Gap by Income Level
(2018, 2023)

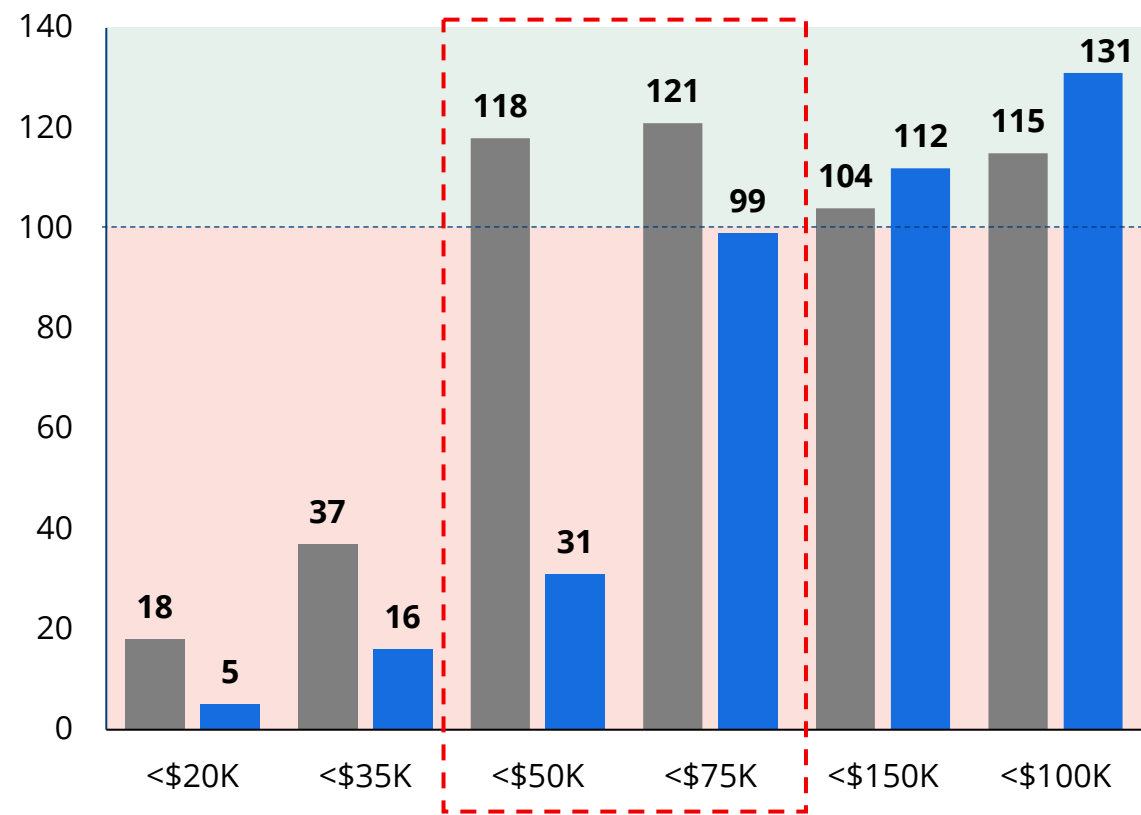


RENTAL SUPPLY GAP

Put differently, there are now only 17 affordable rental units for every 100 households that make less than \$50k annually.

- The most significant decreases in availability of affordable units occurred at middle income levels

Affordable Rental Units per 100 Households by Income Level
(2018, 2023)

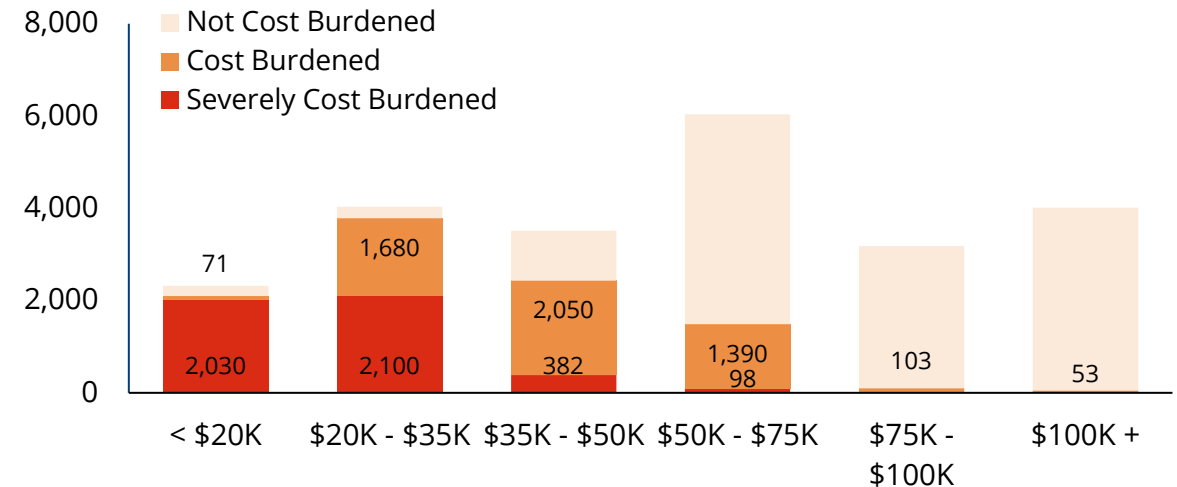


SEGMENTED RENT BURDEN

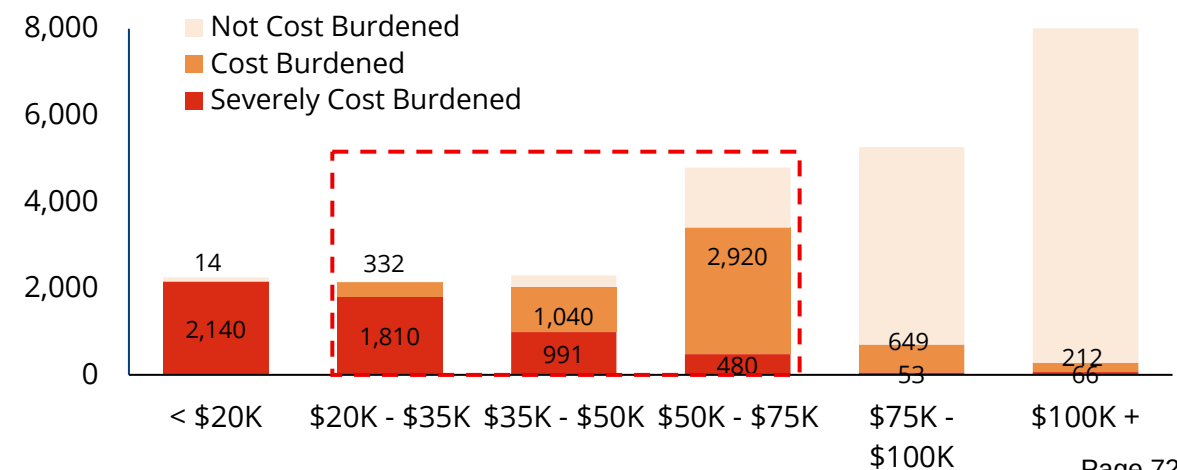
The growth in cost burdened renters making \$50-75k is likely attributed to renter income growth that has lagged rent growth.

- However, the loss of low income cost burdened renters is more likely attributed to the loss of those households from Sandy Springs.

Cost Burdened Renter Households by Income and Burden Status (2018)



Cost Burdened Renter Households by Income and Burden Status (2023)



DISPARATE IMPACTS

High rental costs disproportionately impact seniors, single-parents, and Hispanic/Latino households.

Senior renter households experience the greatest burden, with **76% spending more than 30% of their income on rent** and a median of 56% of income devoted to housing, well above the citywide renter average of 27%.

Single-Parents also face elevated burdens, with nearly three-quarters cost-burdened.

**Note: Senior renters also experience high cost burdens, with nearly three quarters cost-burdened. Due to households in retirement, senior renter household cost burden rates tend to be skewed higher. Additionally, some households may fall within multiple categories.*

American Community Survey 5 Year Estimates (2023), Sandy Springs

Renter Cost Burden Rates by Cohorts
(2023)

Cohorts	Cost Burden Rate	Number of Cost Burdened Households	Median Share of Income Towards Rent
Senior Households	76%	1,839	56%
Single-Parent Households	74%	1,265	64%
Hispanic/Latino Households	60%	1,457	45%
Black Households	46%	4,055	40%
Households with Children	45%	2,018	43%
All Renter Households	43%	10,700	27%

An aerial photograph of a suburban neighborhood with numerous houses and trees. In the background, a city skyline is visible under a clear sky. A dark horizontal band is overlaid across the middle of the image, containing the section number and title.

06

Next Steps

Next Steps

Based on feedback from today's discussion, HR&A will complete the housing needs assessment, focusing on the following analysis:

- An in-depth look at differences across submarkets
- Detailed analysis of sub-population impacts



Economic Development Tools for Sandy Springs

Presented for:
SANDY SPRINGS CITY COUNCIL RETREAT

Presented by:



KB | ADVISORY GROUP

Geoff Koski
President
geoff@kbagroup.com
www.kbagroup.com

02/05/2026



Presentation Contents

- Local Economic Development Tools Overview
- Tax Allocation Districts (TADs)
- Sandy Springs Analysis

Why offer **public incentives**?

To achieve a desired public policy outcome that is not (currently) supported by normal market conditions

Economic development incentives can be a strategic tool for cities to foster growth and enhance the quality of life for their residents.

However, it is important for cities to carefully structure these incentives to ensure they achieve the desired outcomes and provide a good return on investment.

Georgia's Local Economic Development Tools



Most Used & Effective Tools for Georgia Cities

Property Tax-Based Incentives

- Property tax “abatements” via Development Authorities
- Tax Allocation Districts (TADs)

Special Districts

- **SSD** – Special Service District
- **CID** – Community Improvement District
- **BID** – Business Improvement District

Development Authorities, Other

- Bond issuance/project financing
- Property acquisition

***What Tool is Needed for
THIS Job?***

Opportunity Zones

- State
- Federal

Infrastructure Investments

- Shovel-ready sites with utilities
- Spec Buildings

Local Development Incentives in Georgia



	SSD	CID/BID	TAD
Creation	“Top Down” as a legislative action by local or State legislature	“Bottom up” by agreement of property owners, authorized by local legislature	“Top Down” as a legislative action by local council and approved by county and school governance
Who is Taxed	All properties (non-exempt) including residential (single-family/multifamily, rental/for-sale)	Only commercial, non-residential properties in CID	All properties (non-exempt) taxed as normal including residential (single-family/multifamily, rental/for-sale)
How are Revenues Collected	Through the creation of an additional millage on top of all existing collections	Through the creation of an additional millage on top of all existing collections	Through the application of existing millage rates only on incremental value created within

TAD 101 What is a TAD?

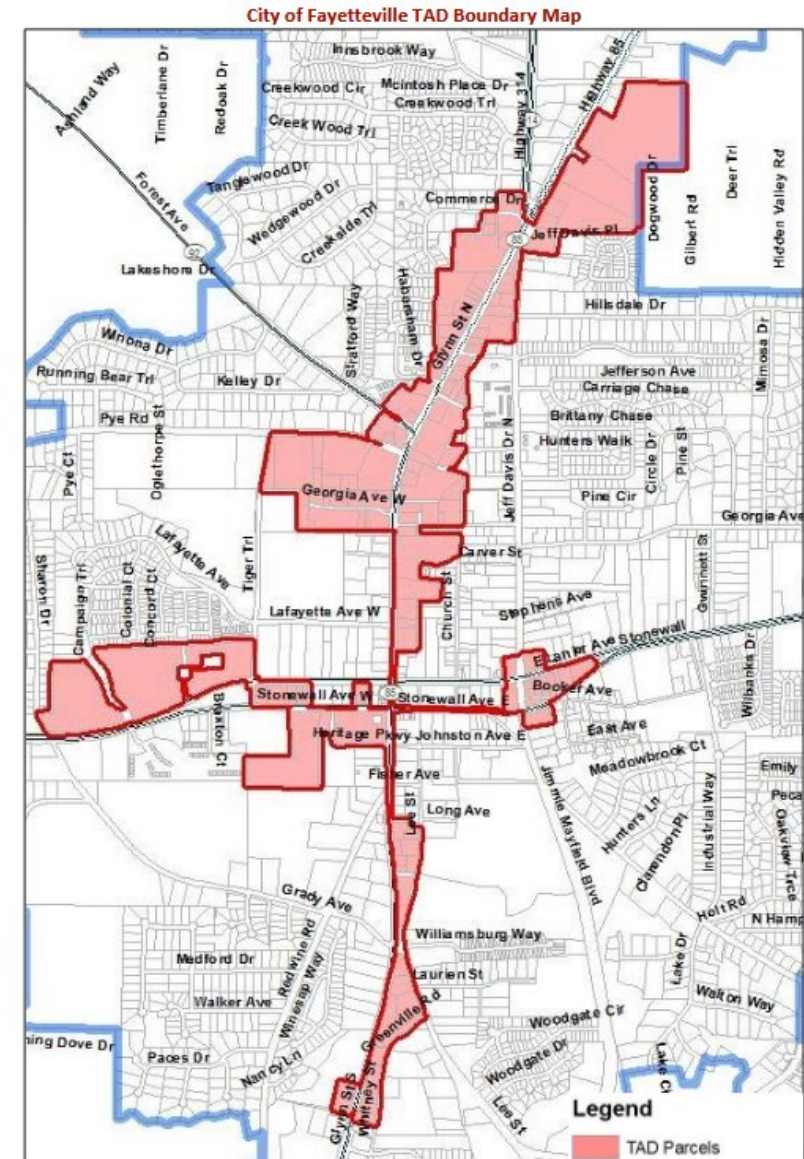
A Tax Allocation District (TAD) is a mechanism to recirculate future tax revenues within a designated economic development priority site or district back into that district.

- Future property taxes from new development and growth are used to fund infrastructure / incentivize development.
- Most states call it **TIF**:

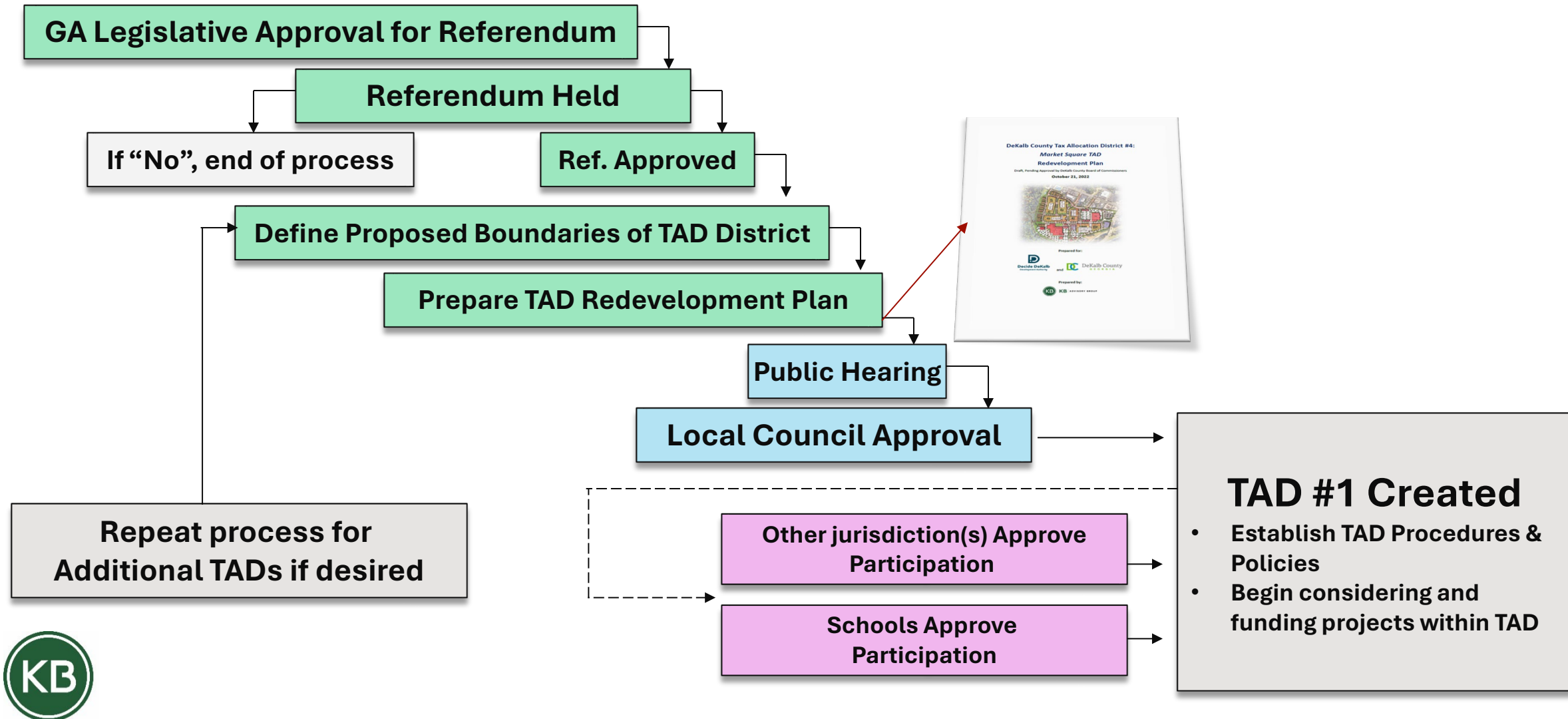
Tax **I**ncrement **F**inancing



A TAD can contain one, a few, or many individual tax parcels



TAD Creation Legislative Process



TAD Creation

“Redevelopment area” means an **urbanized area** as determined by current data from the United States Bureau of the Census or an area presently **served by sewer** that qualifies as a “blighted or distressed area,” a “deteriorating area,” or an “area with inadequate infrastructure,” as follows:

A **‘blighted or distressed area’** is an area that is experiencing one of more conditions of blight as evidenced by:

- ▶ [...] structures, buildings, or improvements that by reason of dilapidation; deterioration; age; obsolescence [...] are detrimental to the public health, safety, morals, or welfare;
- ▶ substandard, vacant, deteriorated, or deteriorating structures, [...] the predominance of a defective or inadequate street layout, or transportation facilities; [...]
- ▶ Evidence of pervasive poverty [...]
- ▶ Adverse effects [...] impairing the redevelopment of the area; or
- ▶ conditions which [...] impair the sound growth of the community and retard the provision of housing accommodations or employment opportunities;

A **‘deteriorating area’** is an area that is experiencing physical or economic decline or stagnation as evidenced by two or more of the following:

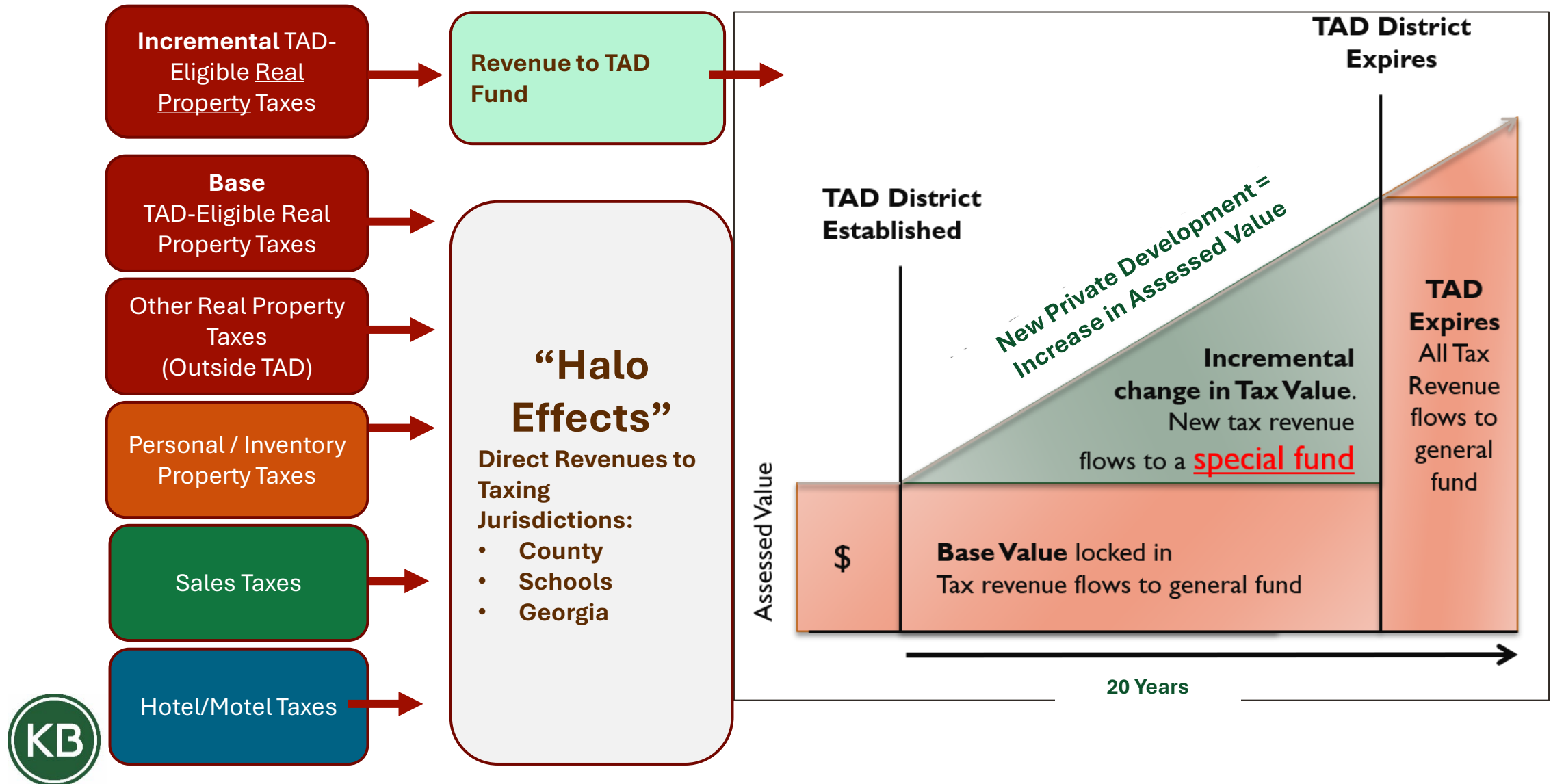
- ▶ The presence of a substantial number of structures or buildings that are 40 years old or older and have no historic significance;
- ▶ High commercial or residential vacancies [...];
- ▶ The predominance of structures or buildings of relatively low value [...];
- ▶ Declining or stagnant rents or sales prices [...];
- ▶ [...] a shortage of safe, decent housing that is not substandard and that is affordable [...];
- ▶ Deteriorating or inadequate utility, transportation, or transit infrastructure;

An **‘area with inadequate infrastructure’** means an area characterized by:

- ▶ Deteriorating or inadequate parking, roadways, bridges, pedestrian access, or public transportation or transit facilities incapable of handling the volume of traffic into or through the area, either at present or following redevelopment; or
- ▶ Deteriorating or inadequate utility infrastructure either at present or following redevelopment.

Georgia Code § 36-44

TAD 101: Halo Impacts



TAD 101

Legal Constraints on the use of TAD funding

Georgia Code § 36-44-3 states that redevelopment costs eligible for TAD funding may include any one or more of the following:

- A.** Capital costs
- B.** Financing costs
- C.** Professional service costs
- D.** Administrative costs
- E.** Relocation costs ... for persons or businesses displaced
- F.** Organizational costs, including ... studies
- G.** Payments to a political subdivision or board of education in lieu of taxes (AKA PILOT)



TAD Implementation

TAD revenue is collected as a cash flow year after year. That future cash flow can be used two ways:

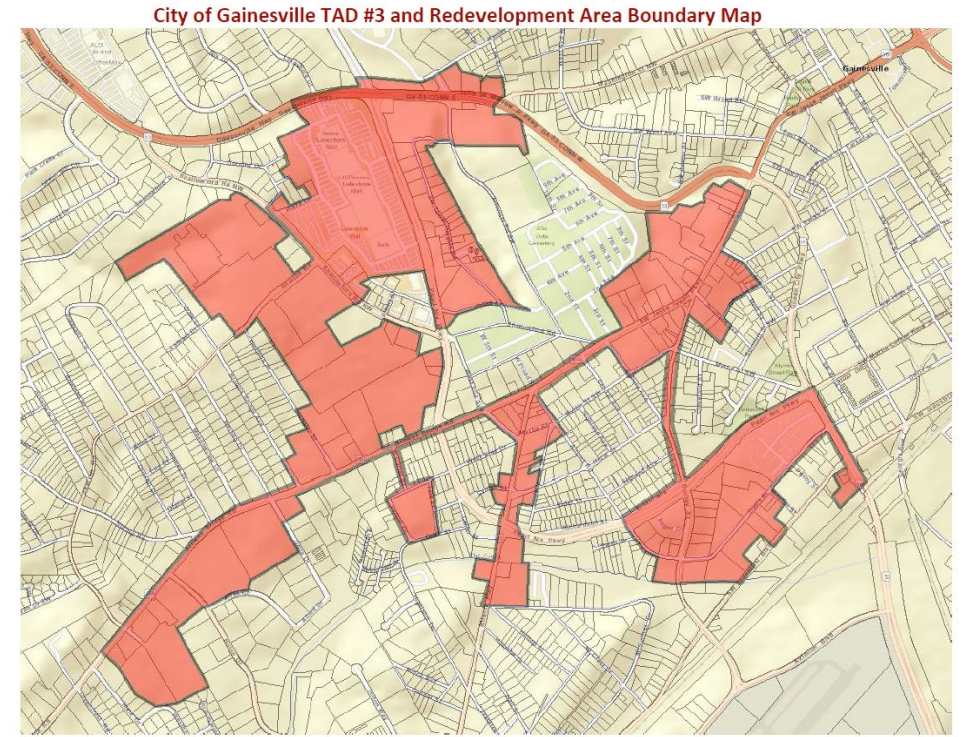
1 Pay-As-You-Go (PAYGO)

Rebate a share of the project's own property tax increment over time, up to a cap and within a fixed term.

- **TAD bonds or loans:** convert expected property tax increment into upfront capital for public improvements.

2 Cash-from-increment grants

Accumulate property tax increment in the TAD fund and award grants when balances allow.



The goal of the City of Gainesville TAD # 3 is to upgrade and enhance the Lakeshore Mall area and its adjacent commercial corridors and to encourage the private redevelopment of outmoded, highway-oriented commercial development into modern development patterns to achieve the vision set forth in the City of Gainesville's 2040 Comprehensive Plan.



Sandy Springs' Digest Trends

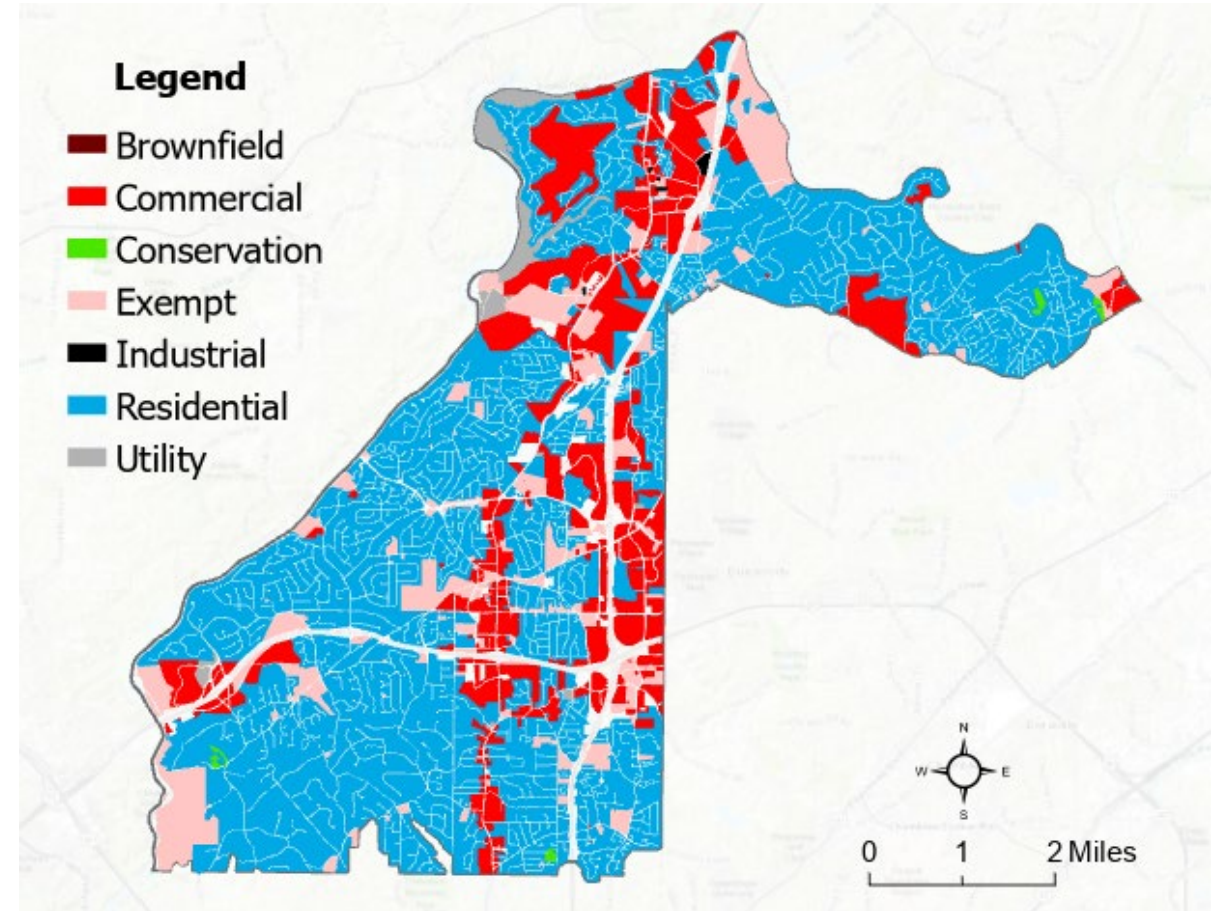
The median commercial property in the City has an assessed value of \$2.5 million per acre.

Sandy Springs' **LAND AREA** within City Limits

- **69%** Residential
- **19%** Commercial (including multifamily)
- **11%** Exempt

City Property Tax Digest

- **65%** Residential value
- **35%** Commercial value
 - **Commercial** garners more than its "Fair Share"

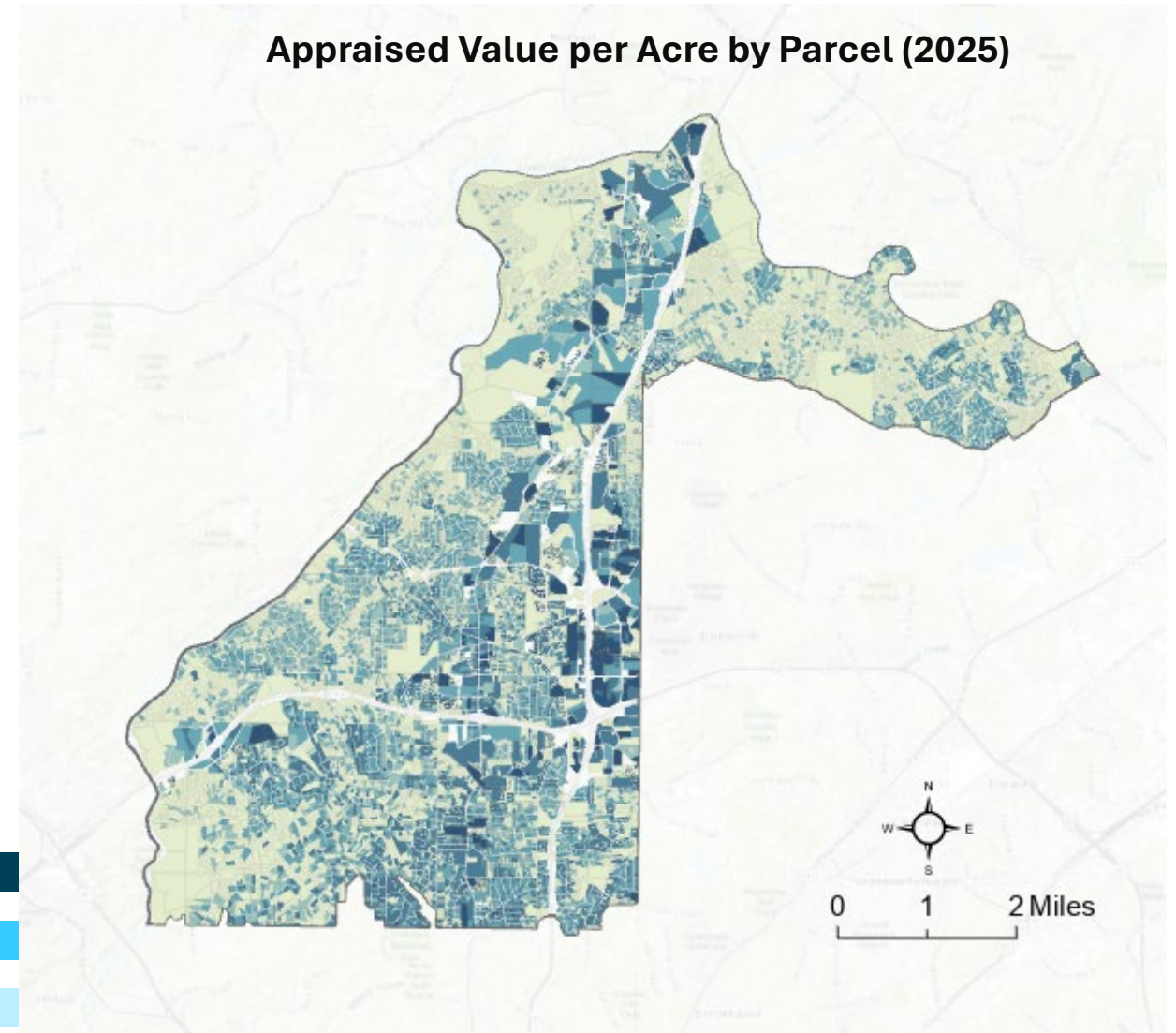
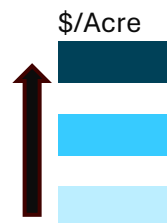


Sandy Springs' Digest Trends

Sandy Springs parcels capture value that pays for public services.

The MOST PRODUCTIVE PARCELS can be measured via “**VALUE per ACRE**”

Overall, higher values concentrate around I-285 and GA 400. The Southern part of Sandy Springs around Southern Roswell Road exhibits a high concentration of efficiently valuable parcels.



Data Source: Fulton County GIS (2025)

4 of Sandy Springs' 10 Most Efficient Properties (2025)

The Margo Apartments



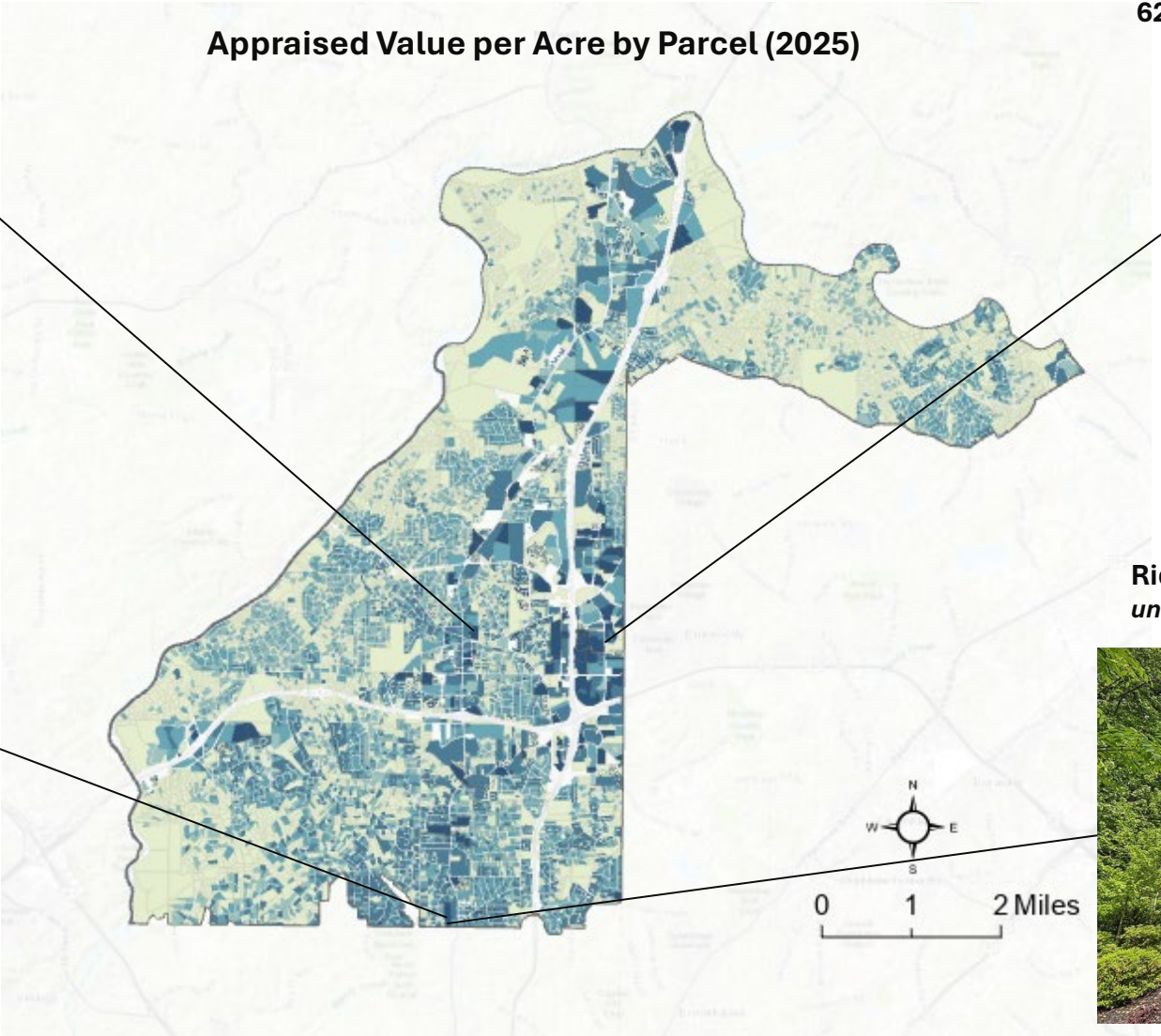
6205 Peachtree Dunwoody Rd



Mystic Ridge Hill Townhome
(exact unit not disclosed)

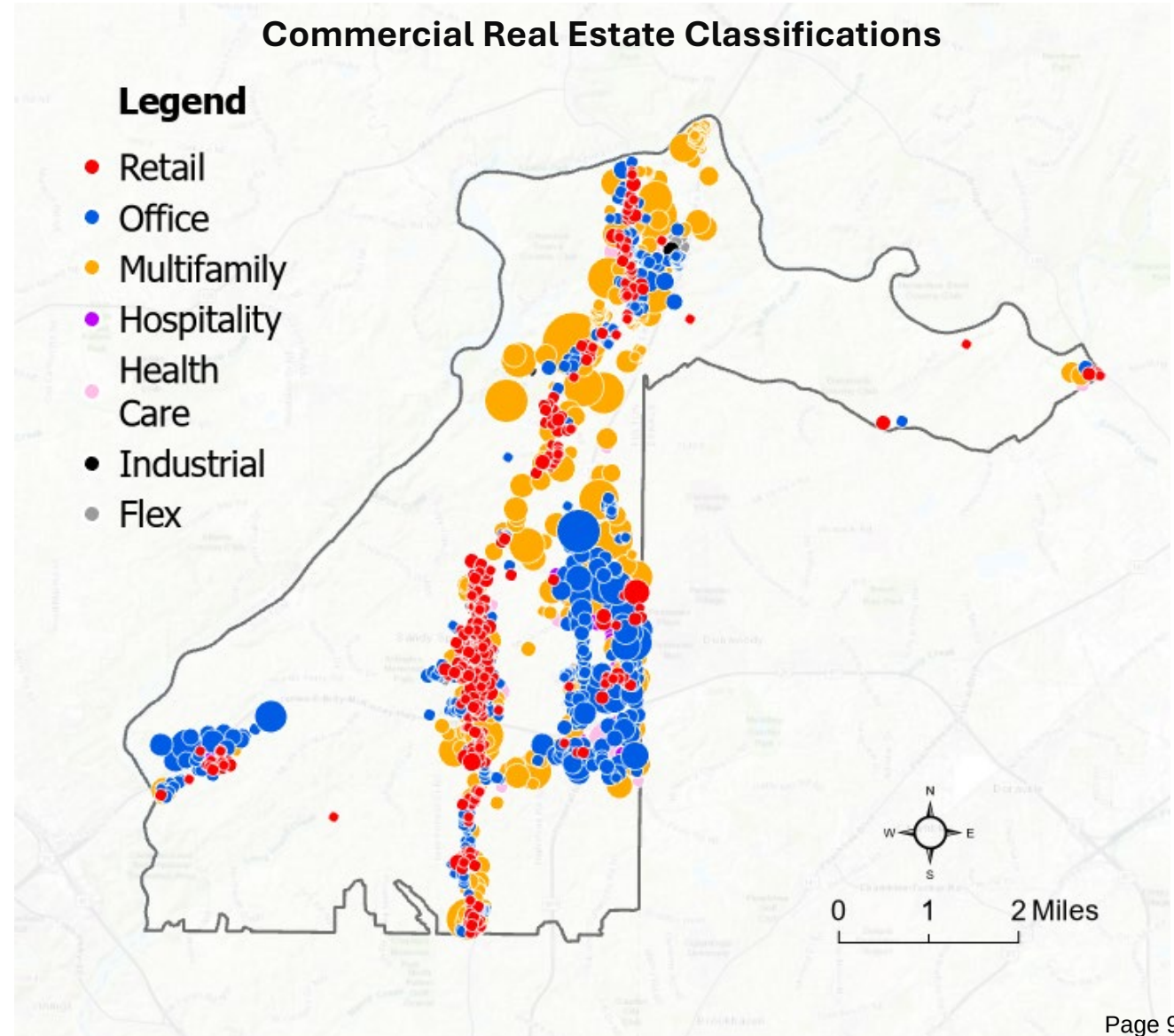


Ridgely Court Townhome (exact unit not disclosed)



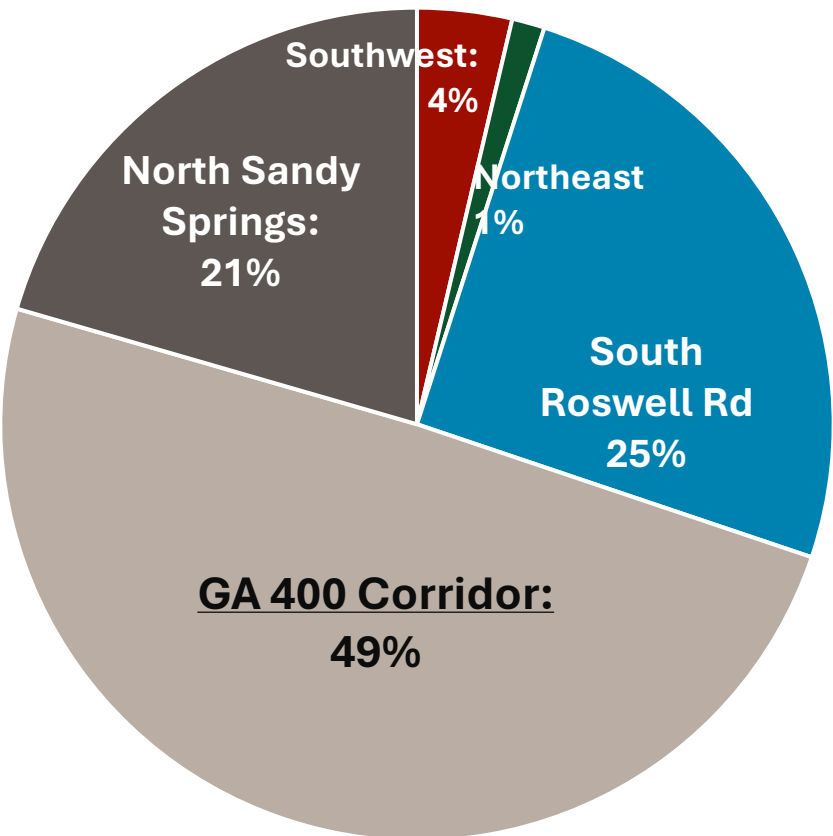
Sandy Springs' Development Trends

- Retail is mostly clustered around Roswell Road, with a larger concentration around City Springs.
- Office, Hospitality, and Health Care uses are clustered around the 400 Corridor, given its easy accessibility around the I-285 intersection. Office also has secondary nodes in North Roswell Rd and Southwest Sandy Springs.
- The largest concentrations of Multifamily uses are found in North Sandy Springs.

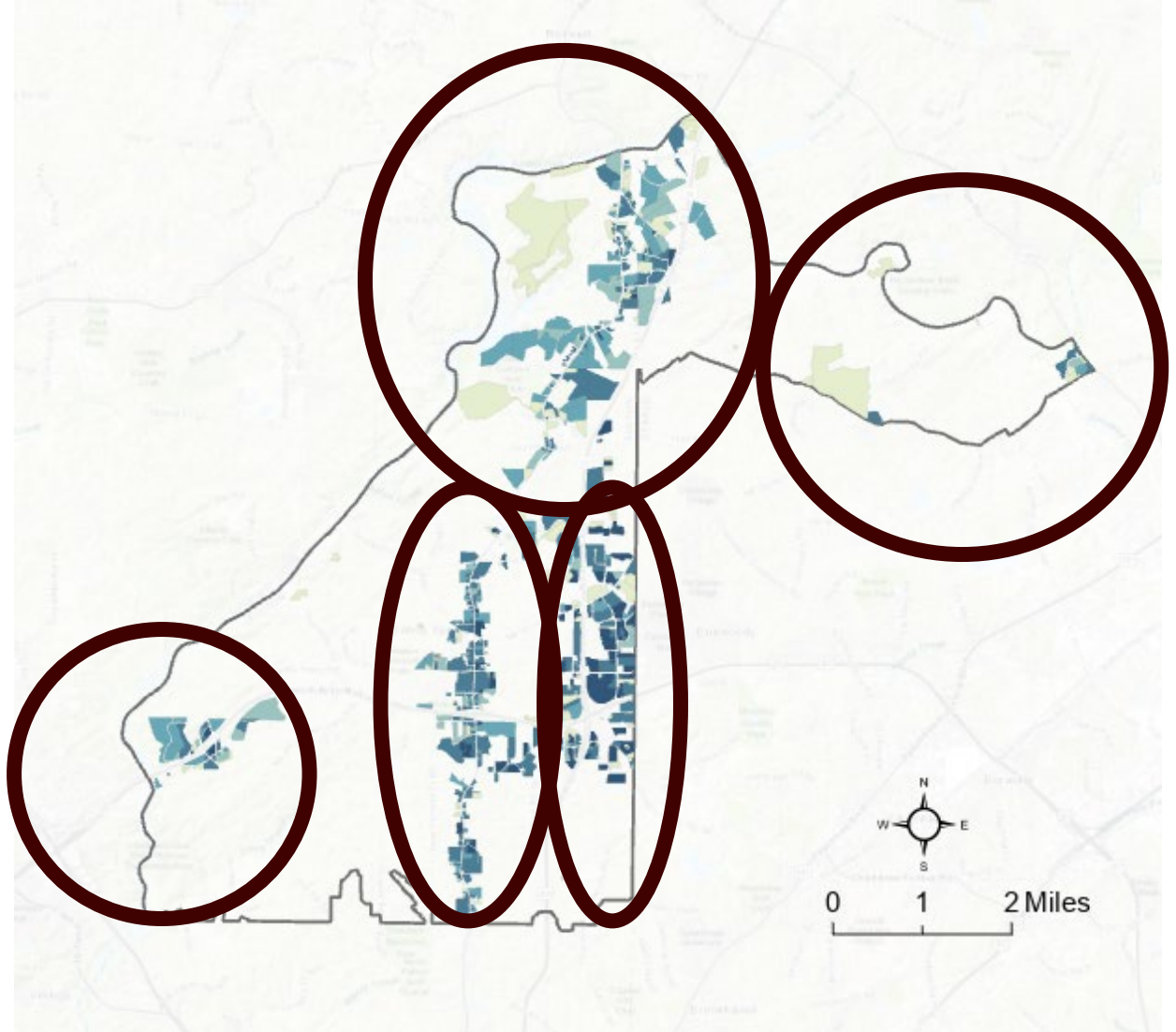


Sandy Springs' Digest Trends – Commercial

Share of Municipal Commercial Digest by Cluster

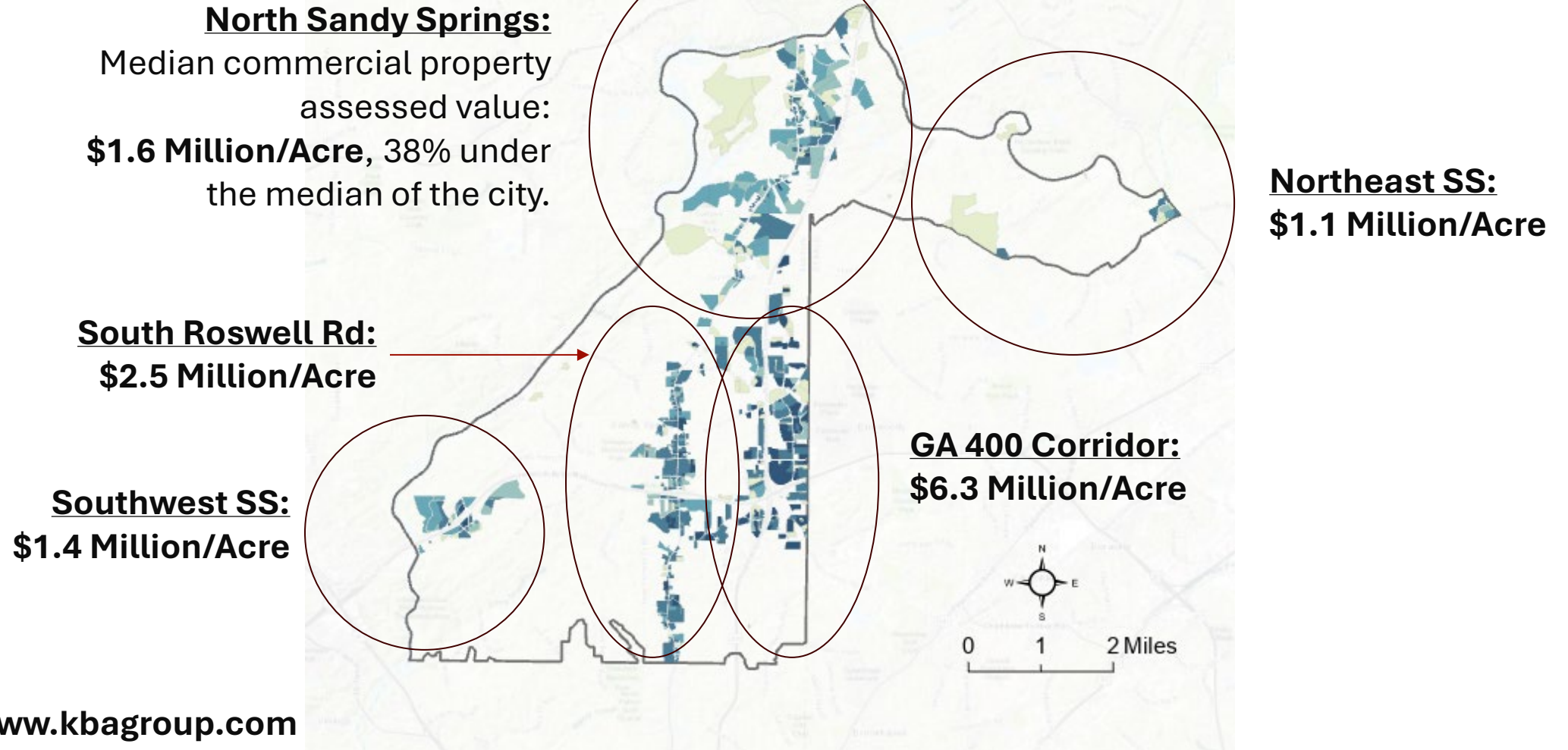


Appraised Value per Acre by Parcel (2025) – Commercial Only



Sandy Springs' Digest Trends – Commercial

Appraised Value per Acre by Parcel (2025) – Commercial Only



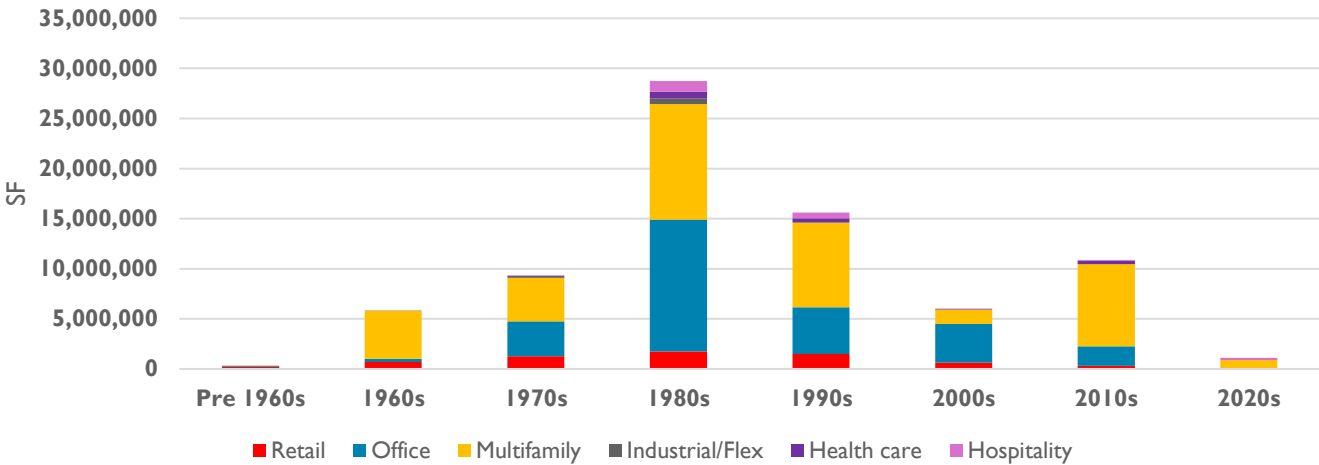
www.kbagroup.com

Data Source: Fulton County GIS (2025)

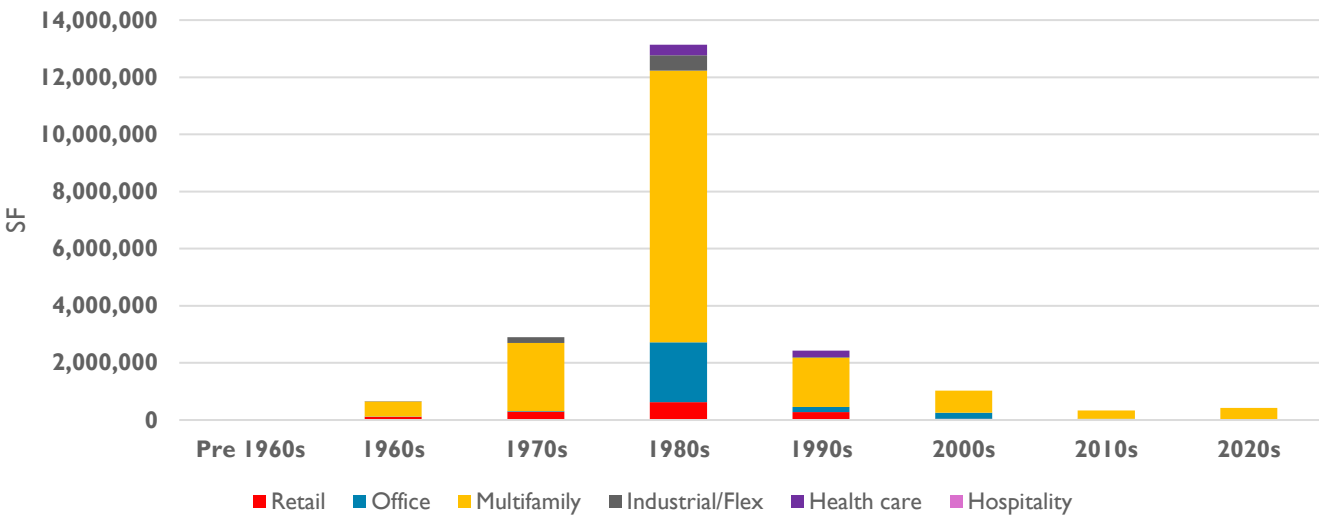
Sandy Springs' Development Trends

The Northern portion of Sandy Springs has seen very little development action since 2000. The relative rebound that Sandy Springs as a whole saw in the 2010s did not happen in North Sandy Springs.

Sandy Springs: Commercial Development by Decade



North Sandy Springs: Commercial Development by Decade



Sandy Springs' Development Trends

Across three analyzed property types (multifamily, retail, and office uses), North Sandy Springs lags behind the City as a whole in terms of rents.

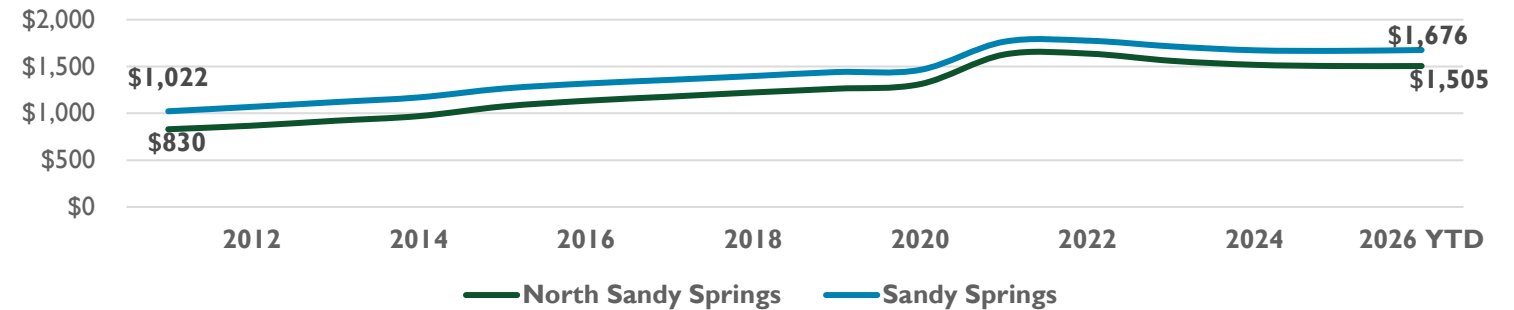
This portion of the City is home to 40% of its multifamily units, 21% of its retail space, and 10% of its office space.

North Sandy Springs' average rents lag behind Citywide rents by 27% (office), 17% (retail), and 10% (multifamily).

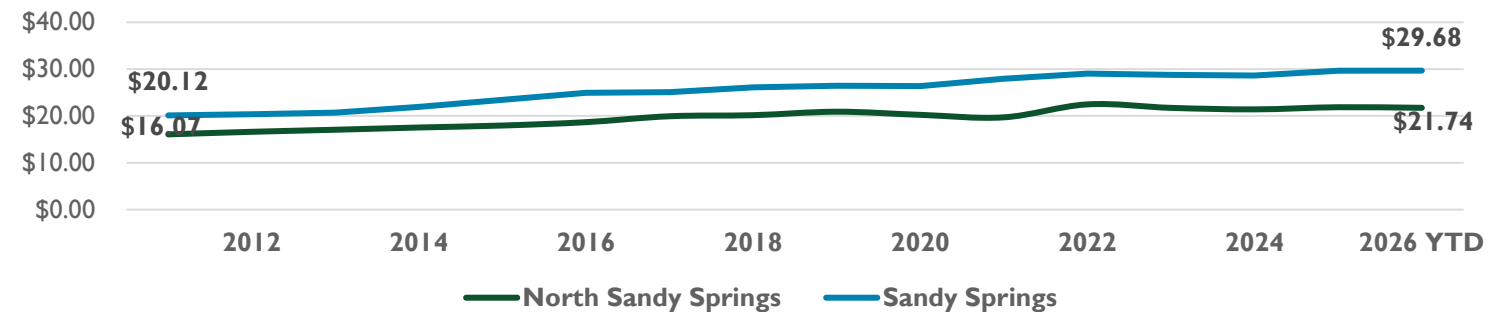


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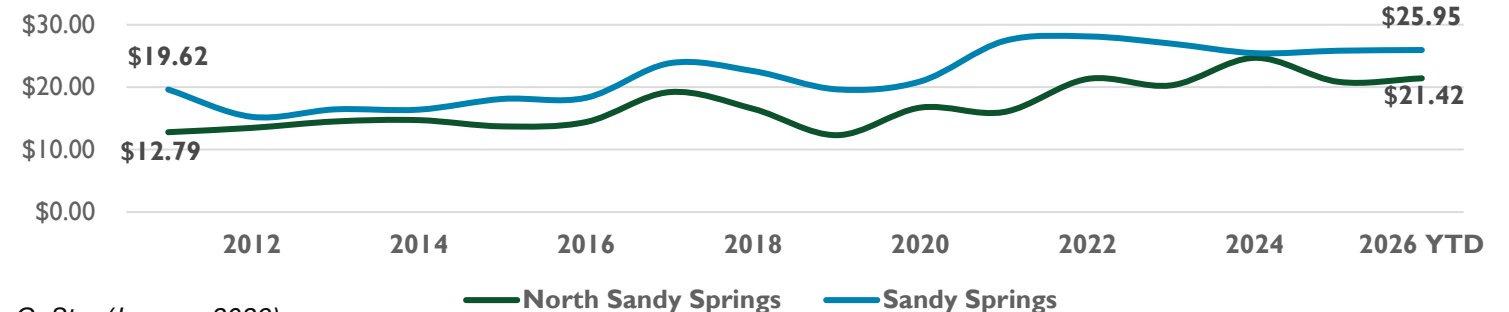
Average Multifamily Rent per Unit, 2011-2026



Average Office Rent per Square Foot, 2011-2026



Average Retail Rent per Square Foot, 2011-2026



Data Source: CoStar (January 2026)

Sandy Springs' Development Trends

Despite lower rents than the combined averages for the City as a whole, North Sandy Springs consistently has higher vacancies.

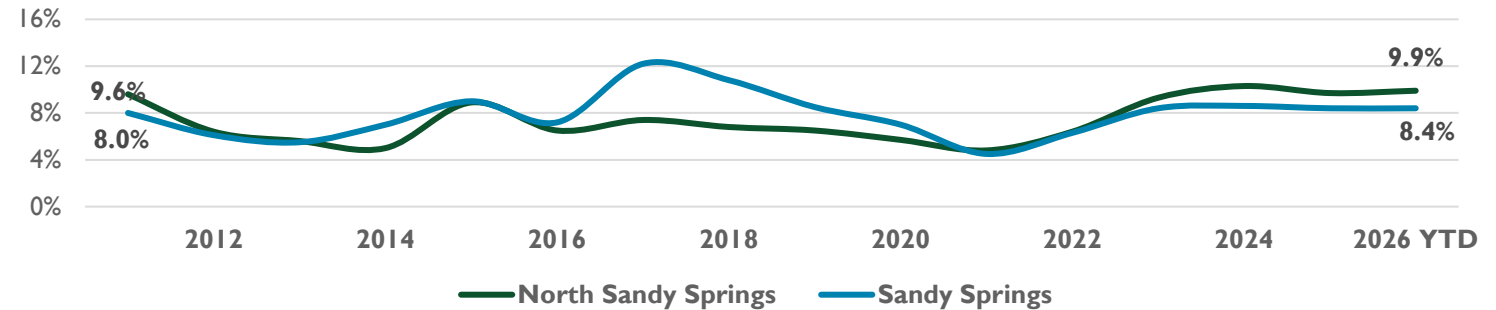
For the past 15 years, vacancies in the area have grown in the office sector, remained stable in the multifamily sector, and decreased in retail.

North Sandy Springs reduced approximately 8% of its retail square footage between 2019 and present.

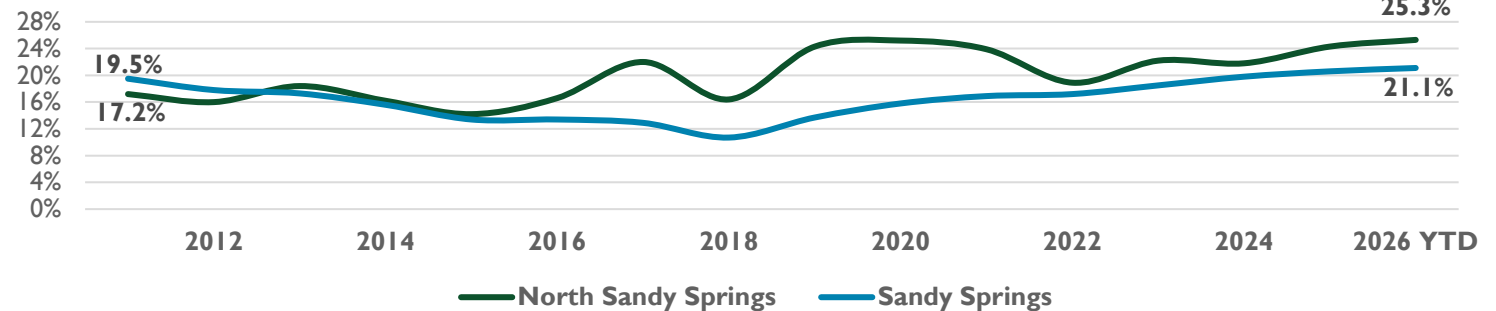


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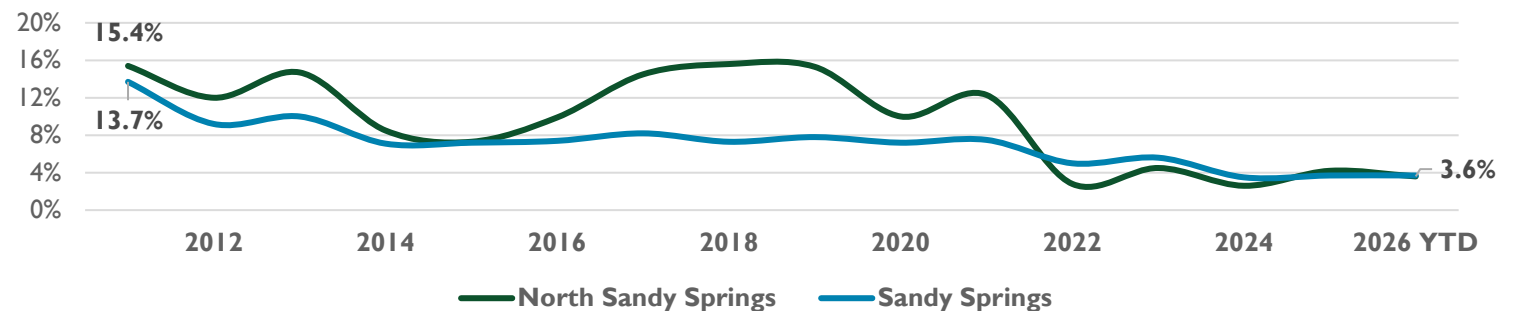
Average Multifamily Vacancy, 2011-2026



Average Office Vacancy, 2011-2026



Average Retail Vacancy, 2011-2026



Data Source: CoStar (January 2026)

TAD Scenarios for Sandy Springs

EXAMPLE

Hypothetical TAD revenue of a \$10,000,000 (incremental) project under different negotiated *TAD-like* arrangements

Increment		\$10,000,000										
		A		B		C		D		E		
Scenario	Rate	All Millages	Normal TAD		City TAD Alone		Special Service District (SSD) Alone		City TAD without County or Schools, with SSD		Development Authority Abatement (Year 1)	
City	4.731	\$47,310	\$47,310	15%	\$47,310	100%	0%		\$47,310	54%	\$23,655	15%
SSD	4.000	\$40,000	0%		0%		\$40,000	100%	\$40,000	46%	0%	
County	8.870	\$88,700	\$88,700	29%	0%		0%		0%		\$44,350	29%
Schools	17.080	\$170,800	\$170,800	56%	0%		0%		0%		\$85,400	56%
Annual Revenue Potential			\$306,810 Year 1		\$47,310 Year 1		\$40,000 Year 1		\$87,310 Year 1		\$153,405 Year 1	
											Avg. for 10 Years \$84,373	
			Would need a referendum and approval of County & Schools		Would need a referendum		No referendum needed, Council initiated		Would need a referendum		No referendum needed, DA initiated	

Economic Development Tools for Sandy Springs

Presented for:
STRATEGIC ENGAGEMENT SESSIONSANDY SPRINGS CITY COUNCIL RETREAT

Presented by:



KB | ADVISORY GROUP

Geoff Koski
President
geoff@kbagroup.com
www.kbagroup.com

02/05/2026

North End Revitalization

TAD Alternative Discussion

February 5, 2026



SANDY SPRINGS™

GEORGIA

2021 North End Redevelopment Concepts



Public Park

A one-acre public park is located between the mixed use buildings, townhouses, and a proposed food hall (retrofit of existing building). This park can include outdoor space for community events, food trucks, outdoor seating for restaurants, or displays for retail establishments. This space would be visible from Roswell Road and activated by the adjacent buildings. Public spaces with similarly sized buildings and plazas have been constructed throughout the Atlanta region, such as the main park in the Glenwood Park development in southeast Atlanta, shown to the right.

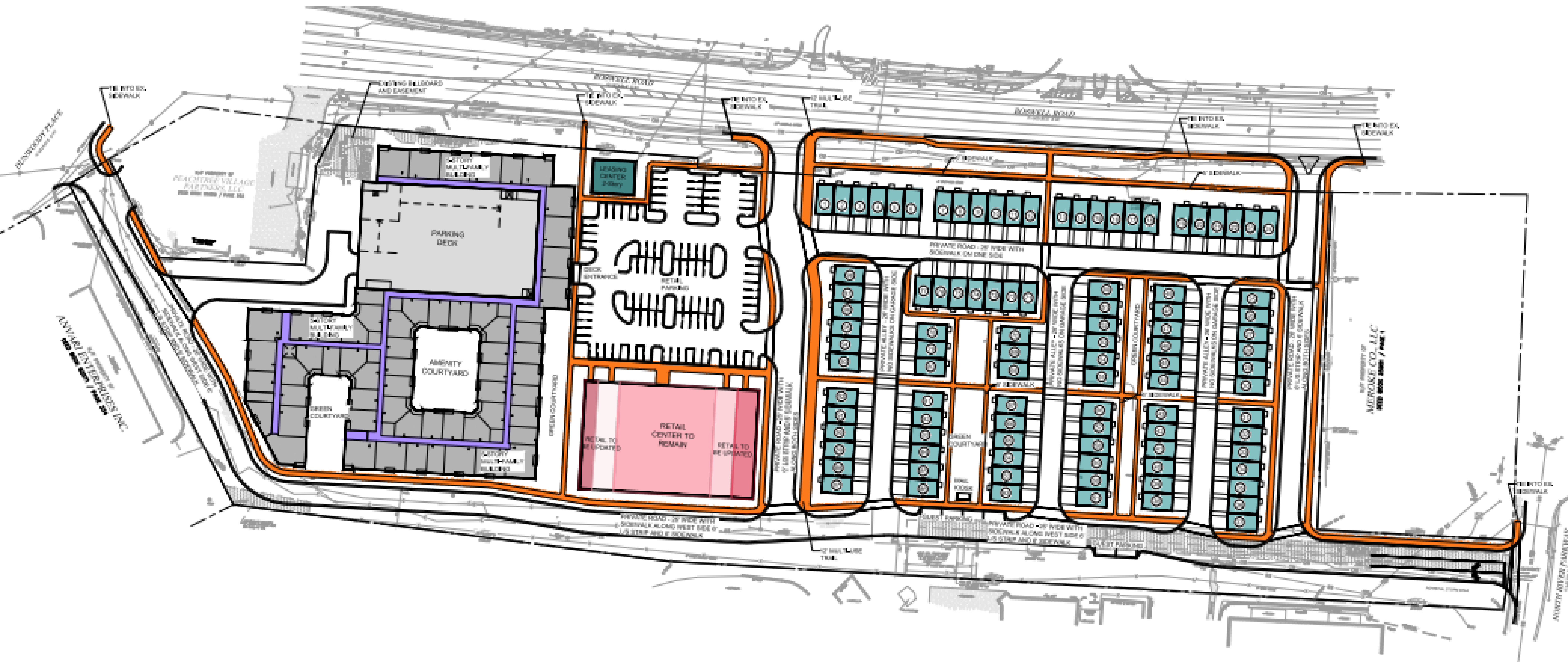


Photo: Park in Glenwood Park in Atlanta

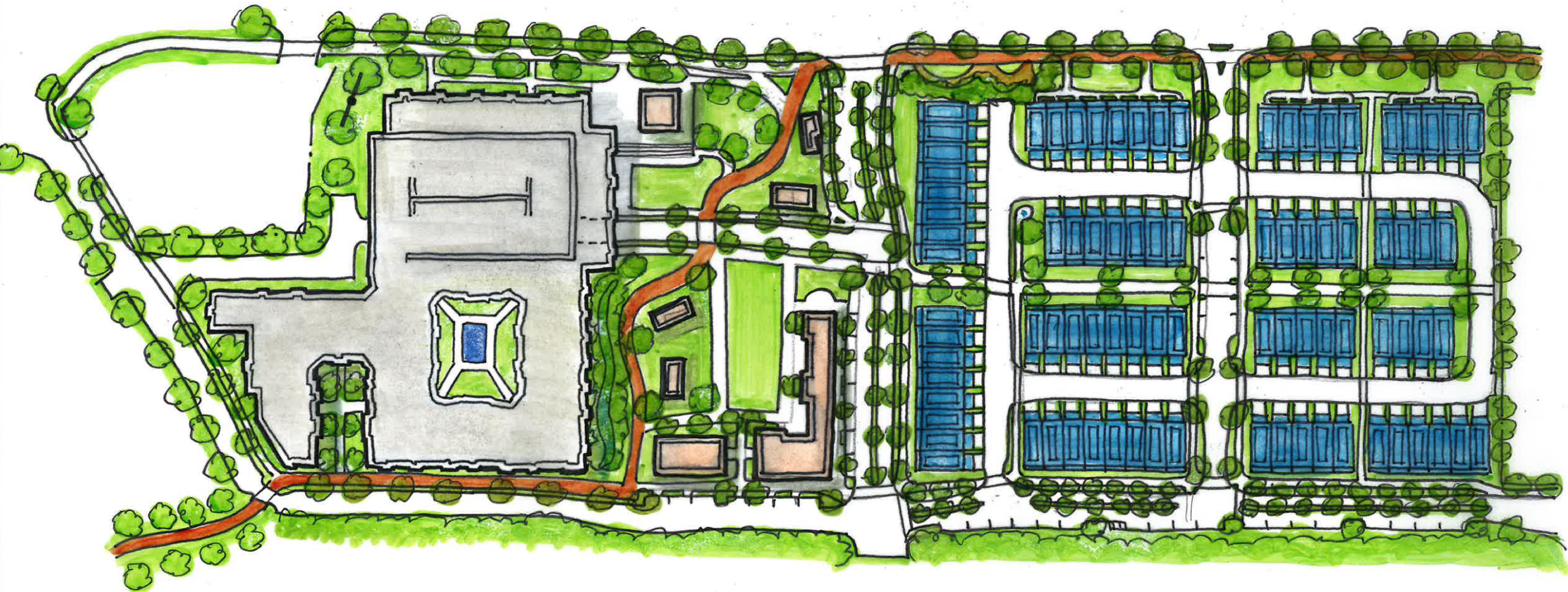
B Public Park View

North River Redevelopment

Existing Plan for the North River Center



Staff Initial Concept for Site Enhancements



General Structure of a Potential Deal

- Similar to the Sandy Springs Development Authority (SSDA) and City involvement with the Hillcrest parking deck public spaces, both entities could pursue such an arrangement at North River
- Options to Evaluate:
 - Requirement that the property owner negotiates the removal of remaining retailers from the project
 - City owned and maintained public greenspace
 - City owned public parking spaces added to the proposed parking deck
 - Consider options for Payment in Lieu of Taxes agreement through the SSDA
 - Include retail, parking, and potentially multifamily building
 - Annual payments back to the City to reimburse for upfront investment in the project
 - Provide Recreation Impact Fee credit for valuation of greenspace

Next Steps

- If Council are interested in pursuing an agreement through the SSDA, Staff will pursue conversation with the property owner and the SSDA to evaluate feasibility and terms



MAYOR AND CITY COUNCIL RETREAT - PROGRESS UPDATE

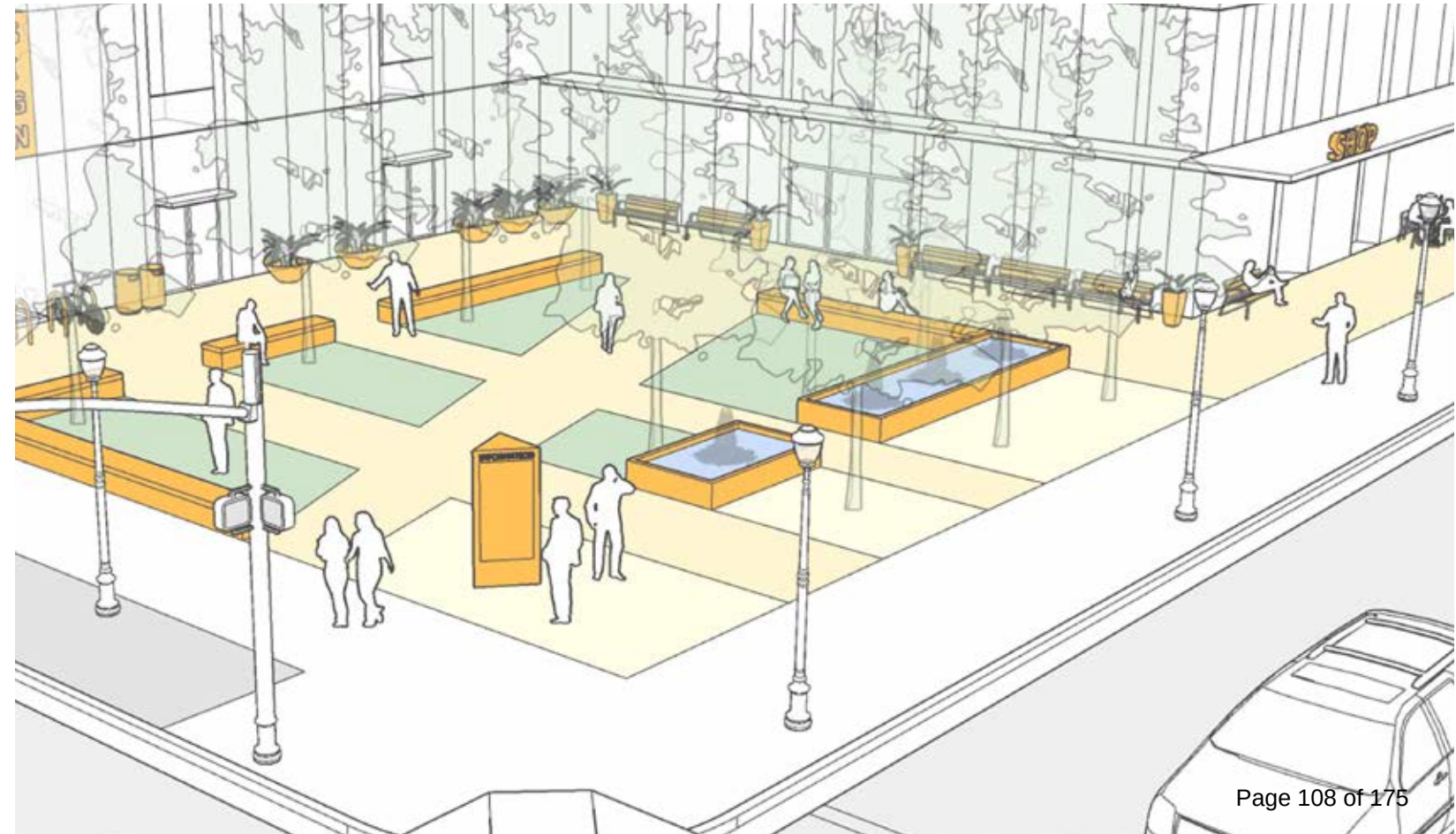
FEBRUARY 5, 2026



DESIGN GUIDELINES CITY OF SANDY SPRINGS, GA

AGENDA

- Background & Process
- Community Engagement
 - Process
 - Feedback and Takeaways
- Overview of Design Guidelines
 - Focus Areas
 - Draft Guidelines: Organization and Components
- Next Steps
 - Upcoming Public Meeting



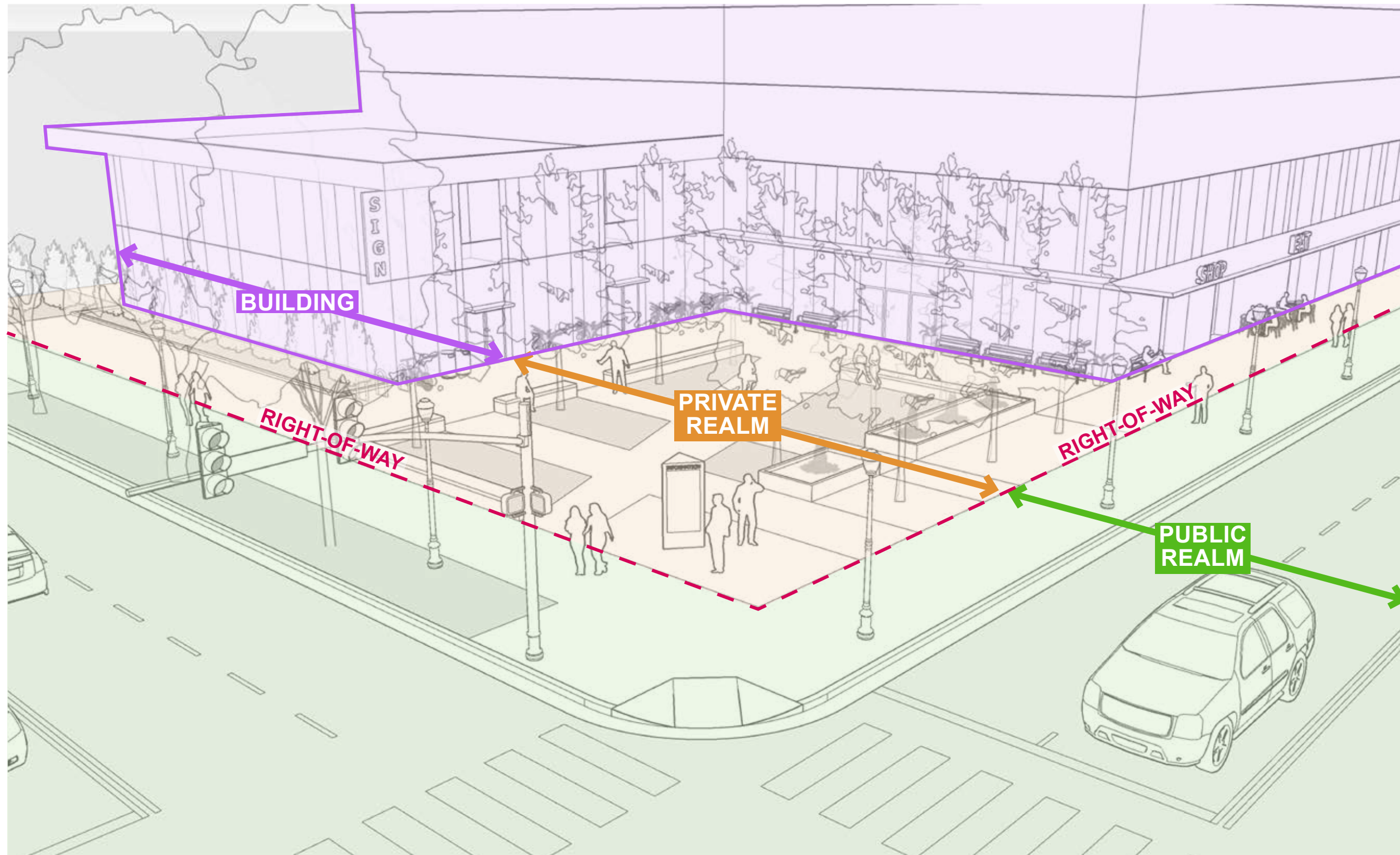
WHAT MAKES “PLACES” TRULY EXCEPTIONAL...



...INSPIRATION, CURATION, DETAILS...



WHAT IS THE FOCUS OF THE DESIGN GUIDELINES?



PUBLIC REALM

- Sidewalk
- Intersection
- Mid-Block Crossings
- Parking
- Paving
- Furnishings
- Trees and Planting
- Wayfinding Signage
- Utilities

PRIVATE REALM

- Building Zone
- Outdoor Amenity Spaces (including Publicly Accessible Plazas and Courtyards)
- Alleys, Walkways
- Placemaking Elements
- Signage
- Parking and Access

BUILDING

- Massing
- Articulation
- Materiality
- Transparency
- Style and Form

RELATIONSHIP WITH PLANS AND REGULATIONS

DESIGN GUIDELINES

THE NEXT TEN COMPREHENSIVE PLAN

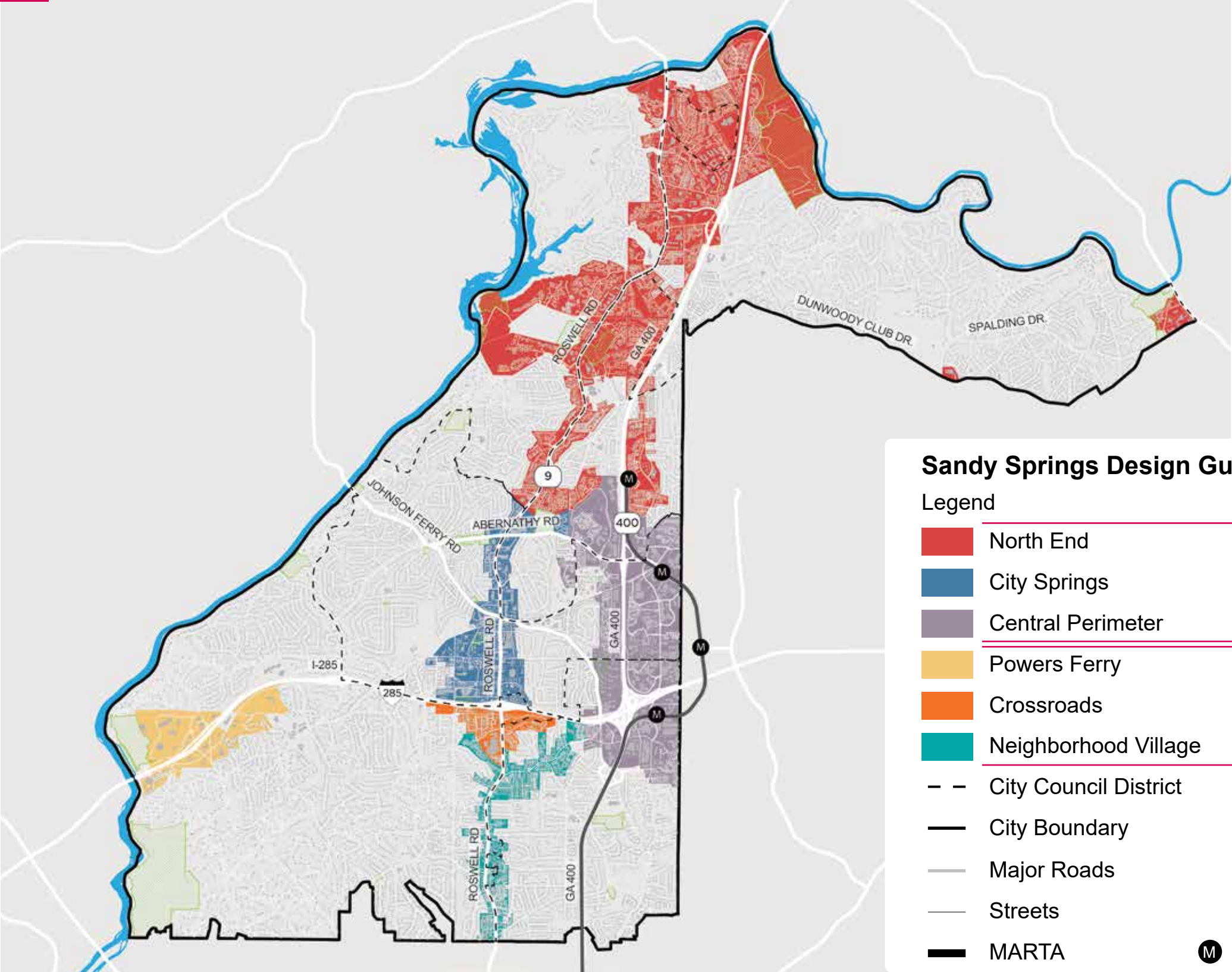
- Overarching vision
- Broad policies for achieving this vision

- Guidance towards implementing the policies of the Comprehensive Plan
- Expands upon standards in the Development Code and Technical Manual
- Additional details - design of buildings, streetscapes, and public spaces.

DEVELOPMENT CODE TECHNICAL MANUAL

- City's legal requirements
- Standards for development
- More-detailed design standards

FOCUS AREAS



Sandy Springs Design Guidelines Districts

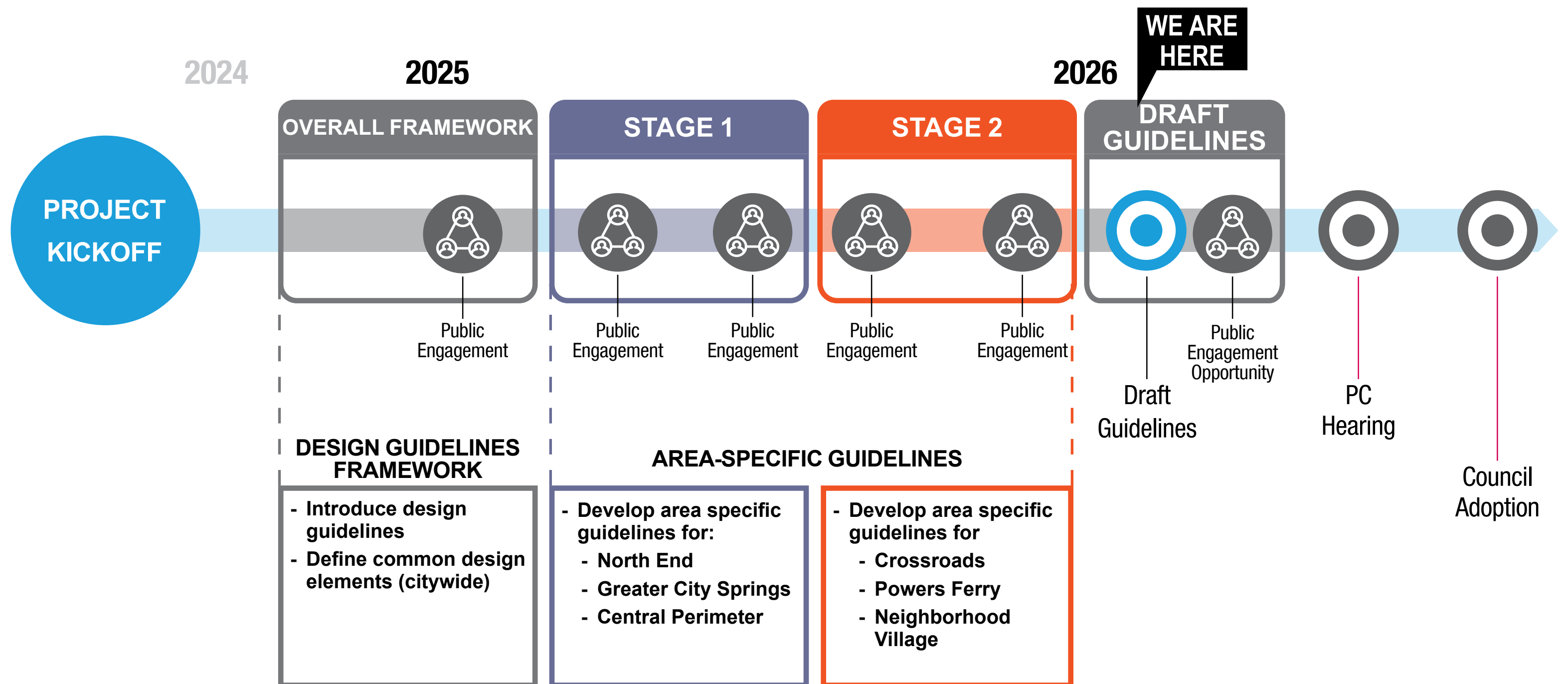
Legend

- North End
- City Springs
- Central Perimeter
- Powers Ferry
- Crossroads
- Neighborhood Village
- City Council District
- City Boundary
- Major Roads
- Streets
- MARTA
- M MARTA Station

Stage 1 Areas

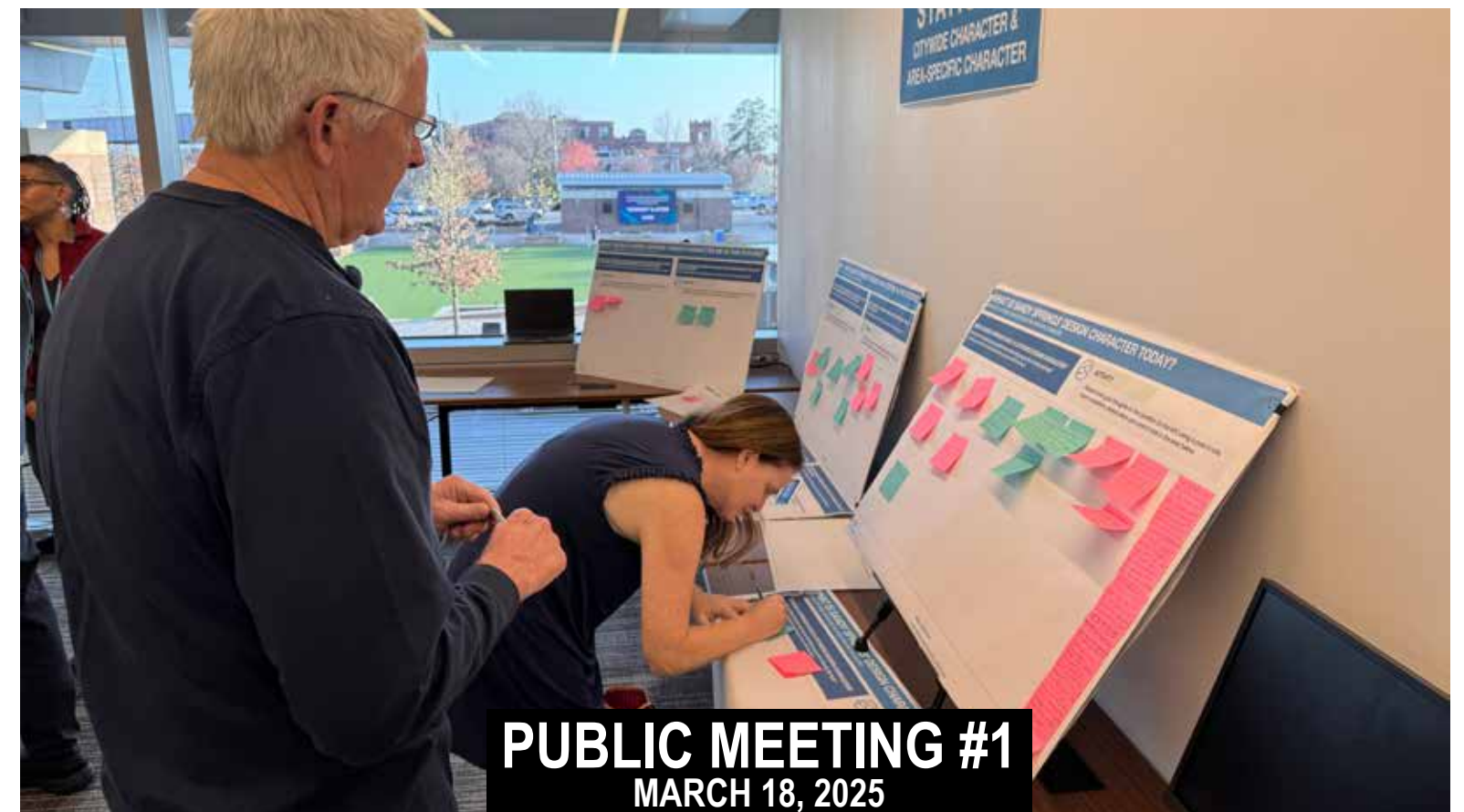
Stage 2 Areas

DESIGN GUIDELINES PROCESS



PROGRESS TO DATE

- Kickoff and Site Visits - November, 2024
- Leadership Feedback
- Stakeholder Meetings (February/March 2025)
- First Round of Public Meetings (Mar '25)
 - Public Meeting #1 (March 13, 2025) + Online Survey #1
- Second Round of Public Meetings (May '25)
 - Public Meeting #2 + Online Survey #2
 - Pop-Up Meetings (May 17-18, 2025)
- Third Round of Public Meetings (Aug '25)
 - Public Meeting #3 + Online Survey #3
 - Pop-Up Meetings (Aug-Oct, 2025)
- Fourth Round of Public Meeting (Nov '25)
 - Online Comment Form (on-going)



COMMUNITY ENGAGEMENT: VARIETY OF OPTIONS

PUBLIC MEETINGS



POP-UP MEETINGS



ONLINE SURVEYS

You will be asked to provide input on the following building and site elements:

- Building Elements
 - Massing
 - Articulation
 - Materials
 - Transparency
 - Townhomes
- Private Realm
- Public Realm Elements
 - Furnishings
 - Landscape Panel / Amenity Zone
 - Paving
 - Signage

Element Definition: Building massing is about the overall shape and size of the building and how the different parts of the building come together to create its appearance and how it fits into its surroundings.



BUILDING ELEMENTS: MASSING

ELEMENT DEFINITION: Building massing is about the overall shape and size of the building. It involves how the different parts of the building come together to create its appearance and how it fits into its surroundings.

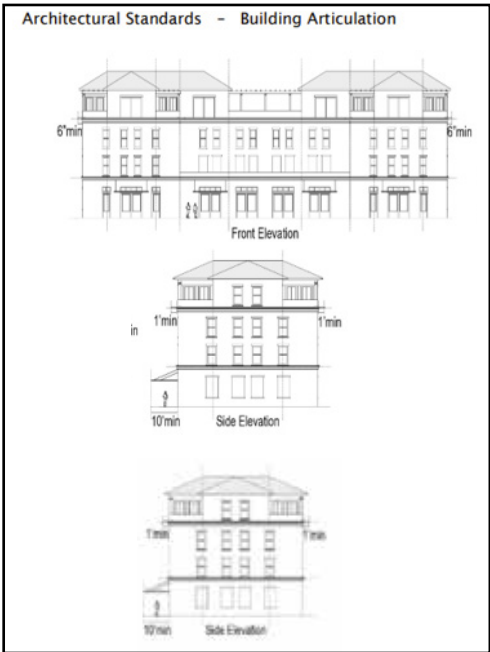
DESIGN GUIDELINES: LEADERSHIP FEEDBACK



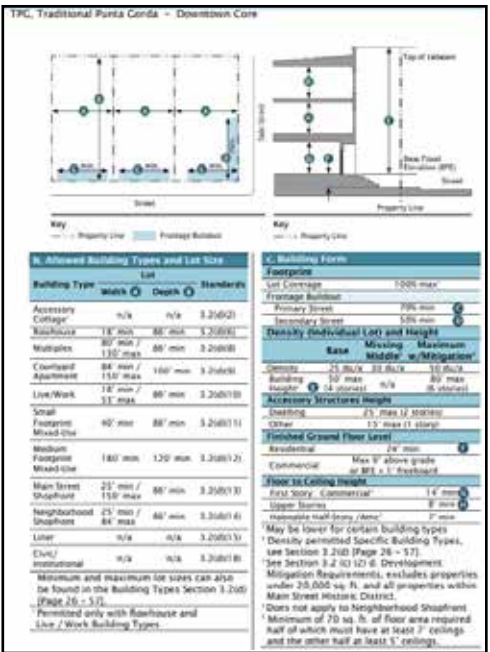
LIGHT



BALANCED + FLEXIBLE



PRESCRIPTIVE



COMMUNITY ENGAGEMENT: PARTICIPATION



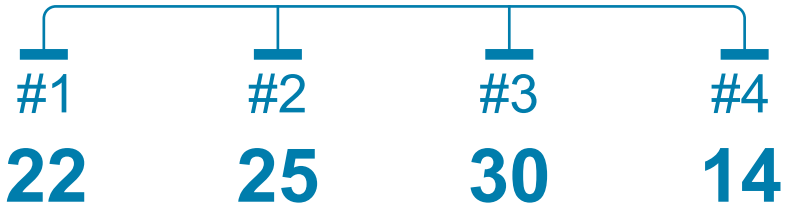
53

Stakeholder Meeting Participants



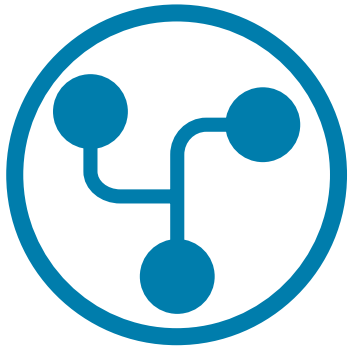
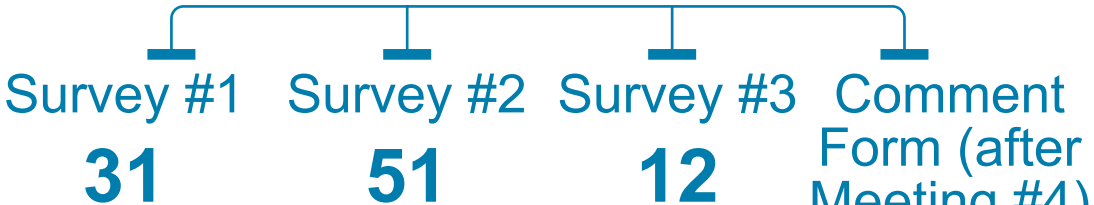
91

Public Meeting Participants



98

Survey Respondents



120+

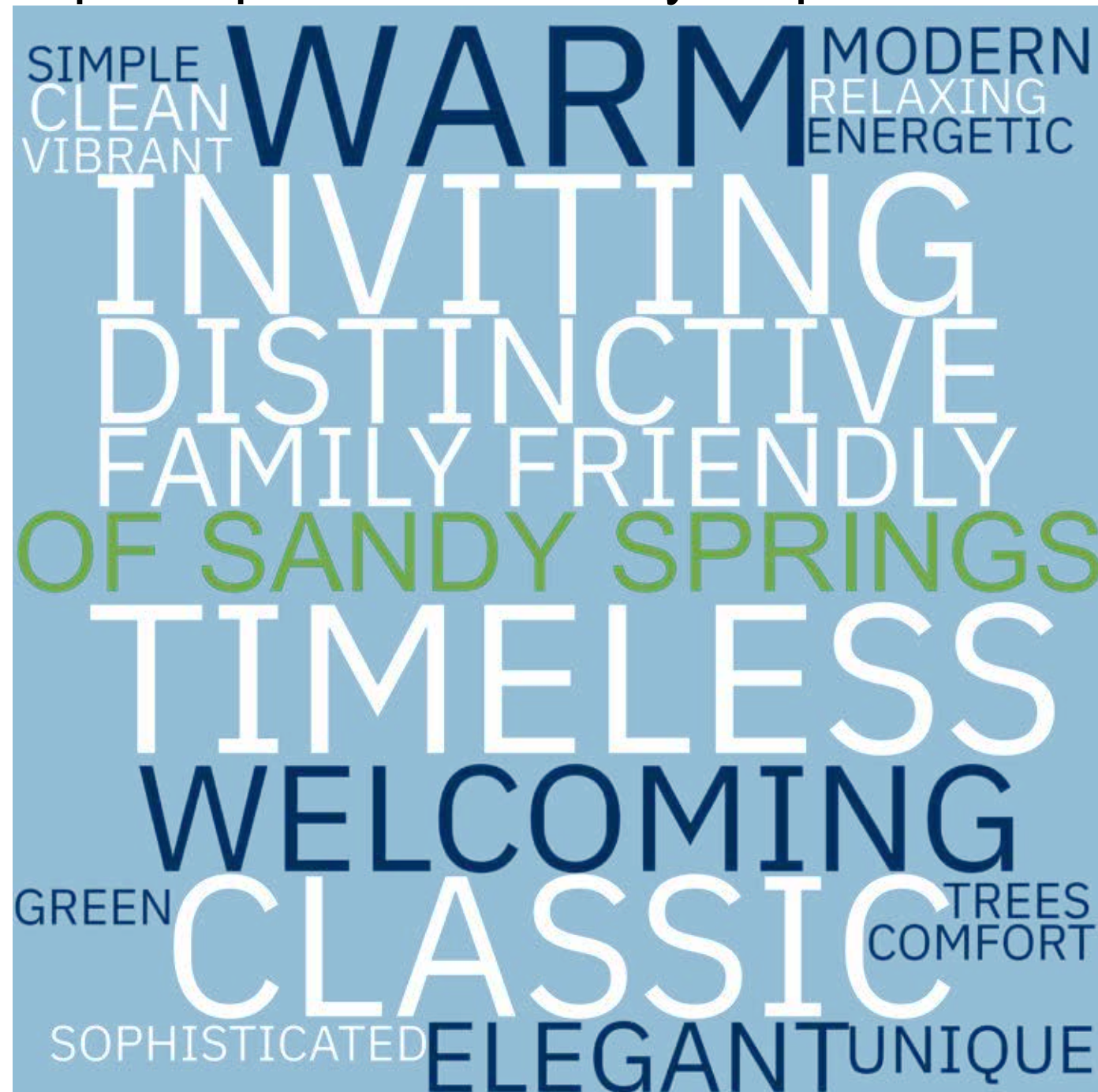
Pop-Up Meeting Participants

INTERACTIVE AND ENGAGING PROCESS

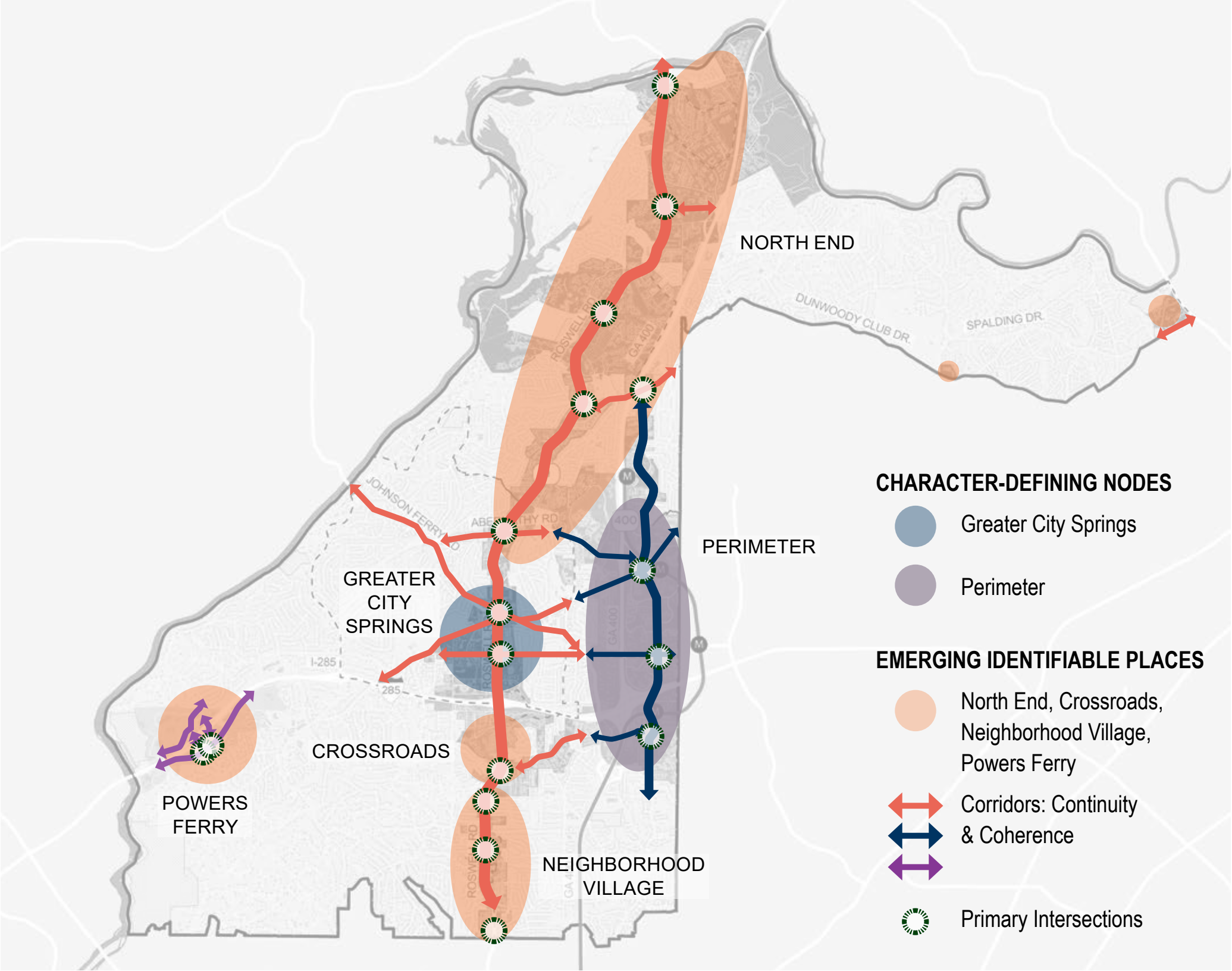


COMMUNITY ENGAGEMENT: RECURRING THEMES

Design characters favored by meeting participants and survey respondents



OVERALL DESIGN FRAMEWORK

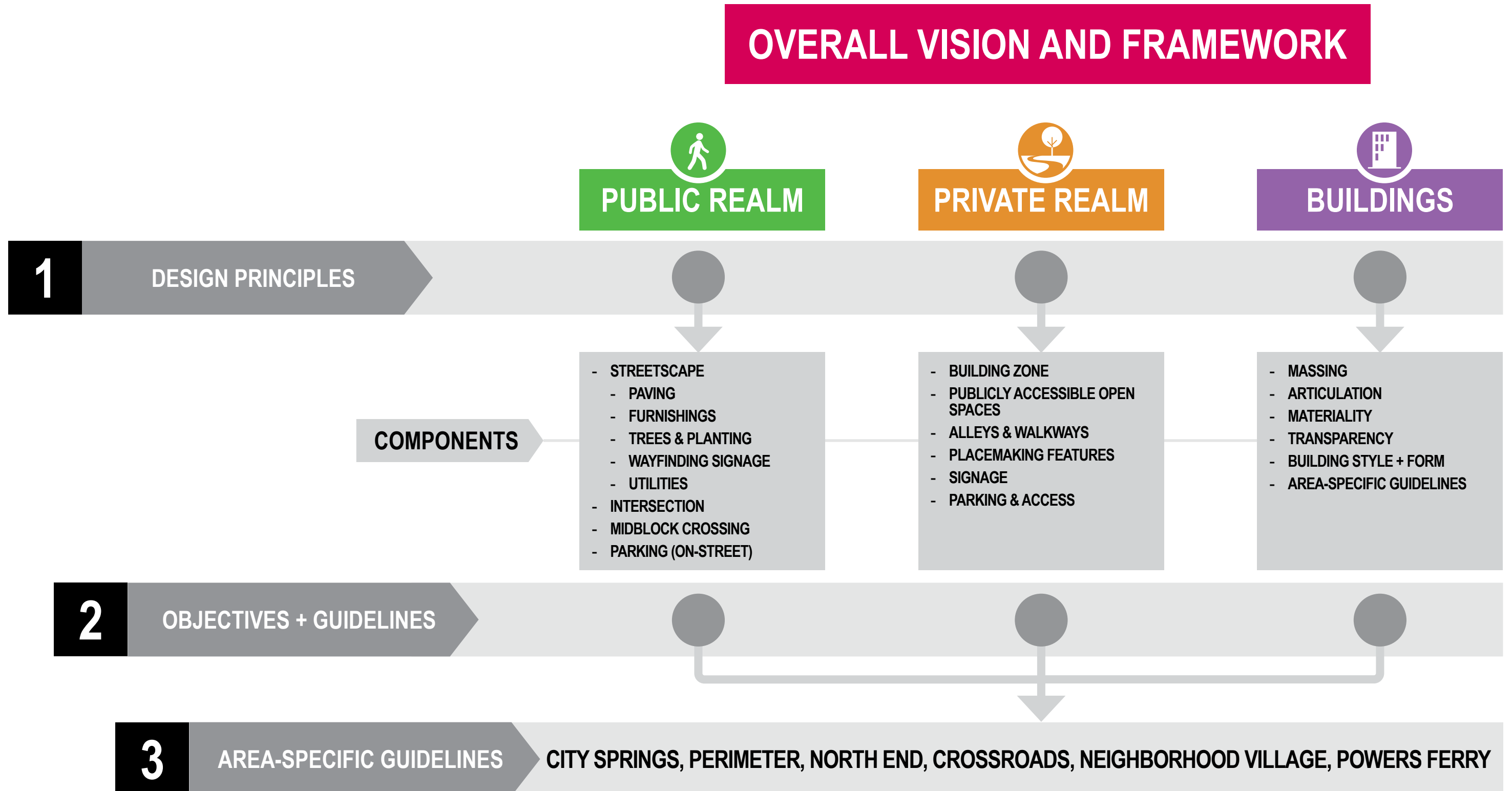


GUIDELINES: KEY CONSIDERATIONS

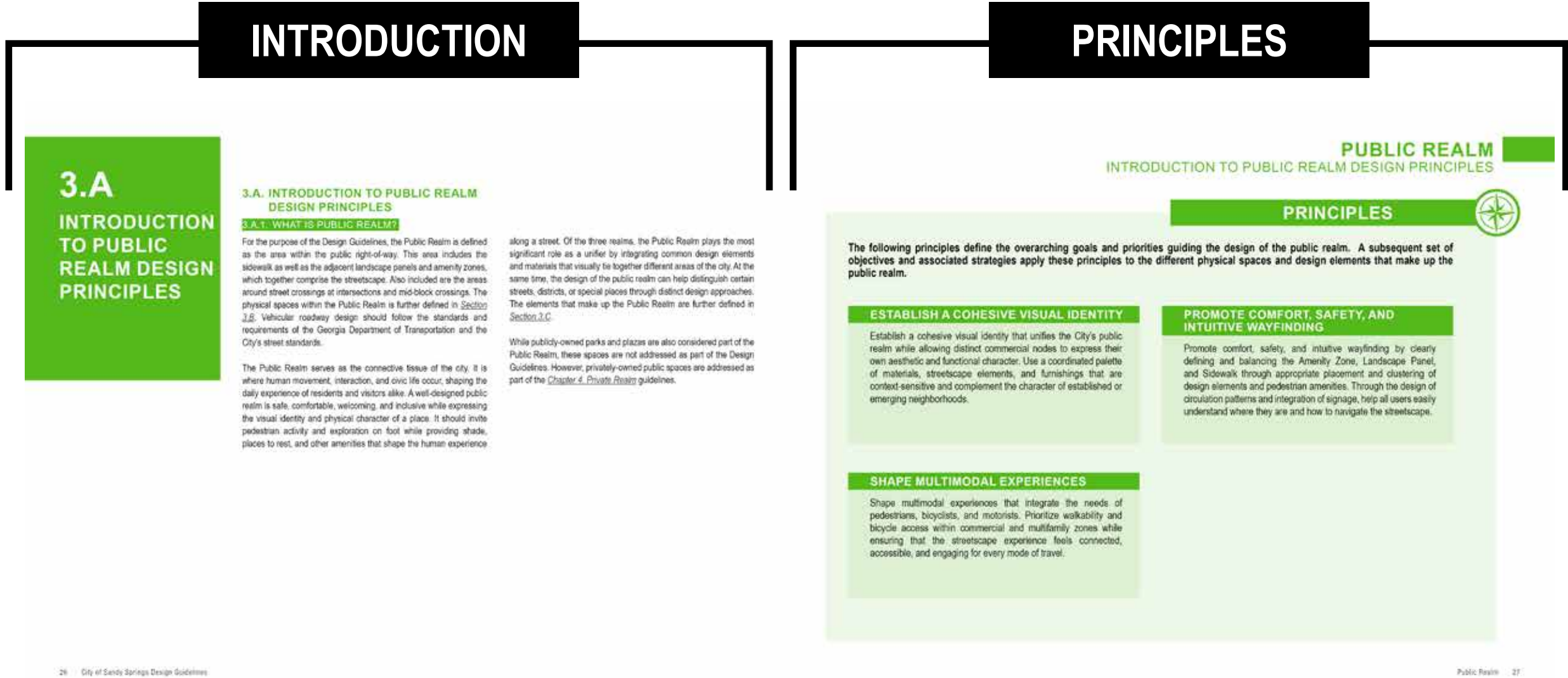
- **Flexibility and adaptability** to accommodate a range of development types, scales, and future conditions
- Establishing a **distinct and recognizable visual identity that is “of Sandy Springs,”** while allowing for creativity and innovation within individual private sites
- **Leveraging existing spatial elements** to enhance the city’s aesthetic quality, consistent with Comprehensive Plan vision
- **Streamline implementation** by clearly illustrating the character of place, supporting staff, property owners, and developers.
- Reinforcing connectivity and cohesiveness between public and private realms, supporting a **unified public experience** across development sites
- Use of **unifying elements** - paving, furnishings, and planting that promotes continuity while **allowing area-specific variation**.



GUIDELINES: DOCUMENT ORGANIZATION



GUIDELINES ORGANIZATION: FOR EACH OF THE 3 REALMS



GUIDELINES ORGANIZATION: FOR EACH OF THE 3 REALMS

WHAT WE'VE HEARD

WHAT WE'VE HEARD:

- Scored concrete has clean appearance
- Brick is great but expensive, need to consider maintenance concerns
- Provide variation in materials and texture to break up large areas of pavement
- Warm-tone preferred, contrast should not be too great
- Keep stormwater management in mind



DEFINITION

OBJECTIVE

STRATEGIES

SPECIAL CONDITIONS

PUBLIC REALM
PHYSICAL SPACES WITHIN THE PUBLIC REALM

3.B.2. STREETSCAPE

Streetscape in this section refers to the sidewalk, amenity zone, and landscape panels within the public right-of-way, along a street and in between intersections of cross-streets. These spaces serve as the connective tissue of the city, defining the experience of the street by both pedestrians and passing vehicles. As the most prevalent space within the Public Realm, the design of the city's streetscapes has a widespread impact on the overall image and character of the city, and the extent to which visitors and residents feel welcome in commercial and mixed-use areas.

OBJECTIVE A
Create a warm and welcoming environment

STRATEGIES:

- 3.B.2.-A1 Utilize attractive and consistent paving patterns to highlight and distinguish zones of the streetscape.
- 3.B.2.-A2 Locate and orient site furnishings to provide comfort and safety while encouraging social interaction.
- 3.B.2.-A3 Provide place to sit benches facing each other and separate spaces for seating from bike parking and trash receptacles.
- 3.B.2.-A4 Provide shade and greenery by planting street trees and other vegetation. Allocate spaces with sufficient soil volumes for planting.
- 3.B.2.-A5 Select plants with color, structure and movement.

SPECIAL CONDITIONS

UTILITY POLES & OTHER EXISTING OBSTRUCTIONS

Where an existing utility pole or other major obstructions prevent the construction of a continuous sidewalk at widths defined in the Technical Manual, the sidewalk shall go around the obstruction at the designated width.

BUS STOPS

Provide a paved surface to the back of curb at bus stops. Paving should match the amenity zone where sufficient space is available in the amenity zone to locate bus shelters, benches and other associated furnishing. Otherwise locate furnishings on a concrete pad at back of sidewalk and extend the sidewalk to the back of curb.

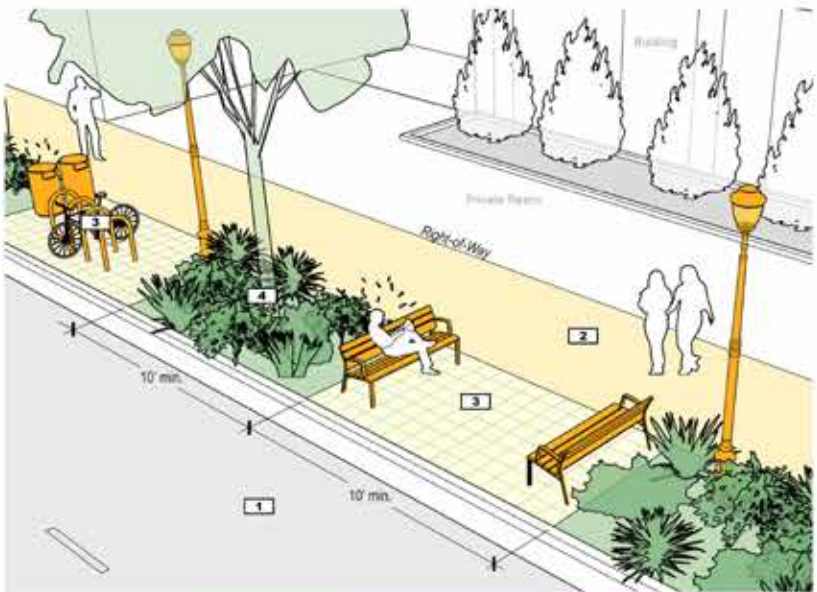
Bus stops should be located on the far side of an intersection to prevent the need for passengers to cross in front of the bus to cross the street.

Provide clear circulation patterns with opportunities to linger

STRATEGIES:

- 3.B.2.-A6 Provide continuous sidewalks with amenity zones in areas with high levels of pedestrian activity.
- 3.B.2.-A7 Locate furnishings in the amenity zone to avoid obstructing the sidewalk.
- 3.B.2.-A8 Locate bike racks and trash receptacles in the amenity zone as well as near building entrances and other destinations.
- 3.B.2.-A9 Locate signs and light poles in the landscape panel or amenity zone where possible.
- 3.B.2.-A10 Provide stepout zones and paved cut-through areas in landscape panels where on-street parking is provided.

PUBLIC REALM
PHYSICAL SPACES WITHIN THE PUBLIC REALM



- 1 Travel Lane
Vehicular travel and turning movements
- 2 Sidewalk
Pedestrian travel zone with no obstructions
- 3 Amenity Zone
Paved area for seating, bike racks, and street furnishing
- 4 Landscape Panel
On-grade planting area for street trees, shrubs, and groundcovers

STREETSCAPE-RELATED STANDARDS
CODE OF ORDINANCES

- » Sec. 50-30. - Creation of sidewalks and dedication of right-of-way.
- » Sec. 50-31. - Existing sidewalks.

TECHNICAL MANUAL

- » Section 2 - Street Framework and Mobility Maps: Typical Sections and Details by Street
 - Street sections
- » Section 8: Sidewalks & Multuse Trails
 - Width
 - Cross-slope
 - Curb ramp

Refer also to related standards under Paving, Furnishings, and Wayfinding and Interpretative Signage

TYPICAL STREETSCAPE CONDITION

The streetscape within the public realm is defined to be within the right-of-way and includes the travel lane, sidewalk, amenity zone, and landscape panel.

RELATION TO CODE + TECHNICAL MANUAL

GUIDELINES ORGANIZATION: FOR EACH OF THE 3 REALMS

PRECEDENT IMAGES

PUBLIC REALM PHYSICAL SPACES WITHIN THE PUBLIC REALM

EXAMPLES OF GOOD STREETSCAPE
1 Location and description of relevant elements (relevant strategy #)



- 1 Unobstructed sidewalk (3.B.2-B2)
- 2 Curbside amenity zone (3.B.2-B3)
- 3 Trees in landscape panel provide shade (3.B.2-A4)



- 1 Unobstructed and clearly defined sidewalk. (3.B.2-B2)
- 2 Continuous landscape panel with breaks for pedestrian passage to curb (3.B.2-B5)
- 3 Continuous street tree canopy (3.B.2-A4)



- 1 Unobstructed continuous sidewalk (3.B.2-B2)
- 2 Tree grates at high traffic areas or areas with limited space for planting protect trees and support pedestrian circulation (3.B.2-B1)
- 3

PUBLIC REALM PHYSICAL SPACES WITHIN THE PUBLIC REALM



- 1 Bench at bulbout with shade from tree (3.B.2-A2)
- 2 Paving bands create a rhythm to the streetscape (3.B.2-A1)
- 3



- 1 Amenity zone with facing benches (3.B.2-A3)
- 2 Landscape panel with trees and understory planting (3.B.2-A4)
- 3 Distinctive paving patterns distinguish zones of streetscape (3.B.2-A1)



- 1 Continuous canopy provides shade (3.B.2-A4)
- 2 Seasonal planting adds vibrancy (3.B.2-A5)
- 3 Abundant seating opportunity encourages exploration (3.B.2-A2)

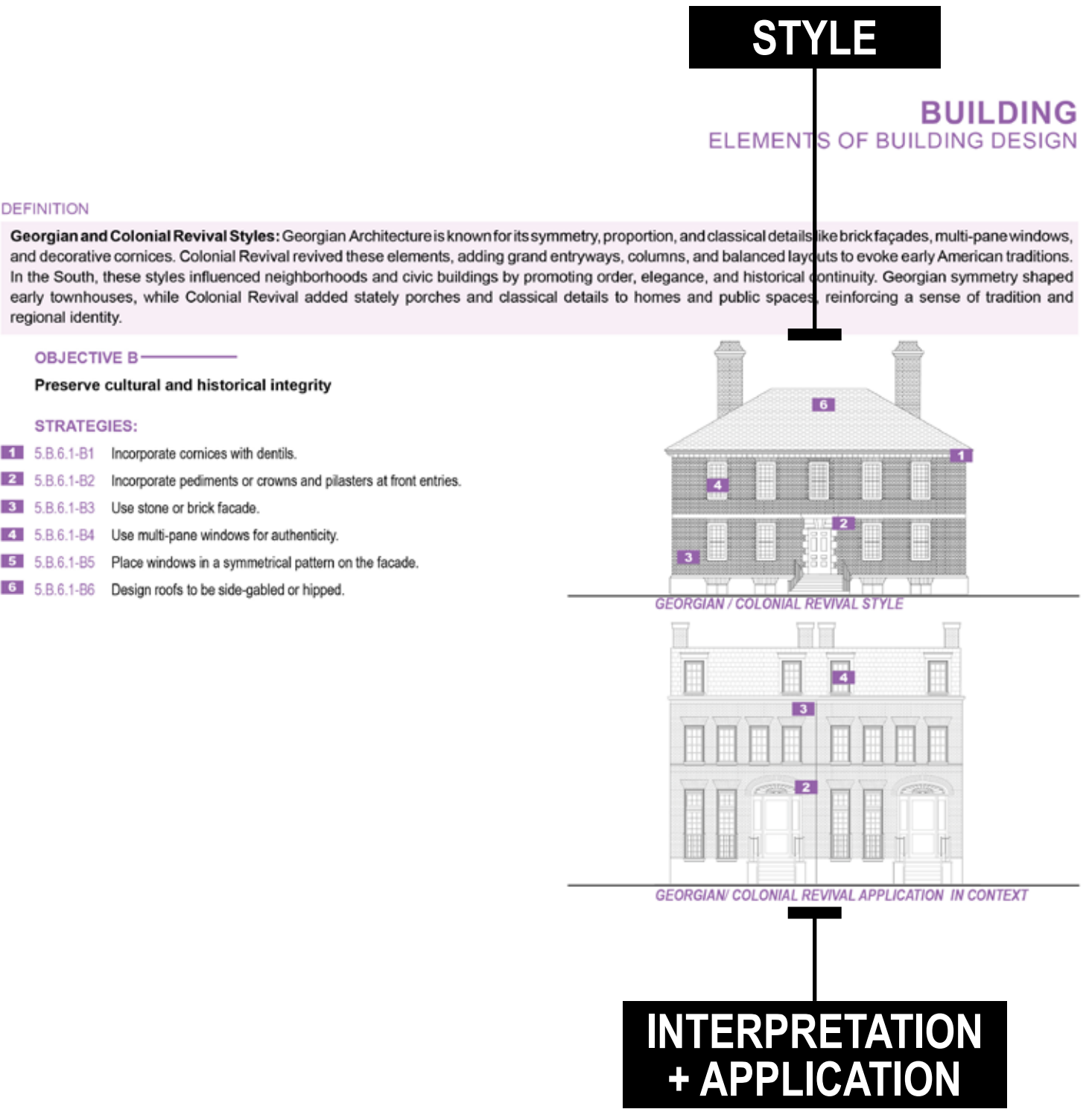
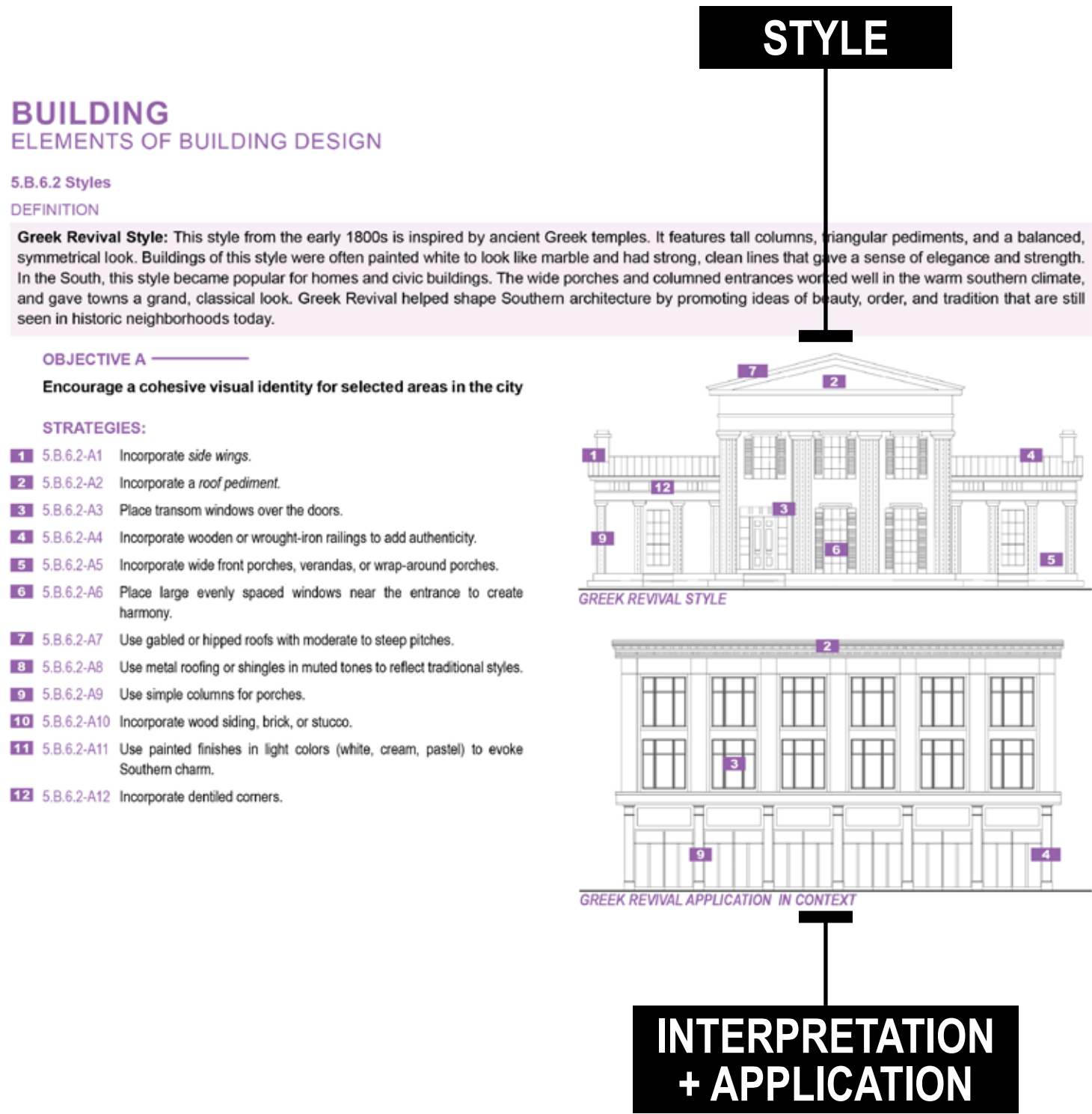


- 1 Avoid sidewalks going through obstructions. Ensure minimum 30 inch clearance around obstructions that cannot be moved. (Refer to Special Conditions)
- 2
- 3



- 1 Bus shelter and amenities at back of sidewalk (Refer to Special Conditions)
- 2 Paving extension to curb for access to bus (Refer to Special Conditions)
- 3

GUIDELINES ORGANIZATION: BUILDINGS



GUIDELINES ORGANIZATION: BUILDINGS

PRECEDENT IMAGES: AREA-SPECIFIC

BUILDING AREA SPECIFIC GUIDANCE

EXAMPLES OF GOOD BUILDING DESIGN - CITY SPRINGS

17 Location and description of relevant elements (relevant strategy #)



- 1 Encourage terraced or stepped massing that opens to green spaces such as the City Green at City Springs and allows for rooftop gardens or balconies (5.C.1-A1)
- 4 Use materials that echo the area's architectural heritage and civic landmarks, such as brick, stone, and glass (5.C.1-A4)



- 5 Use Balconies in mixed-use buildings to provide eyes on the street (5.C.1-B1)
- 12 Avoid large setbacks unless used for public benefit—like outdoor seating, landscaping, or plazas (5.C.1-D2)



- 12 Avoid large setbacks unless used for public benefit—like outdoor seating, landscaping, or plazas (5.C.1-D2)
- 19 Design façades that can adapt to new uses or branding without altering the core structure (5.C.1-E3)



- 4 Use materials that echo the area's architectural heritage and civic landmarks, such as brick, stone, and glass (5.C.1-A4)
- 18 Use sustainable and durable building materials (5.C.1-E2)

BUILDING AREA SPECIFIC GUIDANCE



- 5 Use balconies in mixed use buildings to provide eyes on the street (5.C.1-B1)
- 13 When possible, align buildings with existing green spaces and pedestrian pathways to support intuitive movement (5.C.1-D3)



- 4 Use materials that echo the area's architectural heritage and civic landmarks, such as brick, stone, and glass (5.C.1-A4)
- 12 Avoid large setbacks unless used for public benefit (5.C.1-D2)



- 4 Use materials that echo the area's architectural heritage and civic landmarks, such as brick, stone, and glass (5.C.1-A4)
- 8 Use balconies, terraces, and green walls to visually and physically connect buildings to the landscape (5.C.1-B4)



- 10 Emphasize craftsmanship and texture at the pedestrian level to create a tactile, engaging streetscape. (5.C.1-C2)
- 14 Encourage through-block connections and mid-block passages to enhance access. (3.C.2-A1)

GUIDELINES ORGANIZATION: RENOVATION GUIDANCE

EXISTING SMALLER-SCALE BUILDINGS, RETROFITS AND ADJACENT SITE IMPROVEMENTS

OBJECTIVE D

CREATE INVITING, FUNCTIONAL OUTDOOR AREAS THAT SUPPORT PEDESTRIAN ACTIVITY, ENHANCE VISUAL APPEAL, AND FOSTER A SENSE OF COMMUNITY AROUND SMALL-SCALE COMMERCIAL BUILDINGS.

STRATEGIES:

D-1 Paving Materials: Use durable, visually distinctive materials and patterns to define gathering areas around buildings and enhance walkability.

- Utilize paving materials such as brick, pavers, or similar materials.
- Incorporate welcoming paving accents to clearly mark and guide pedestrians toward building entrances.

D-2 Site Furnishings: Utilize coordinated families of movable furnishings (e.g., seating, tables, umbrellas, and other amenities) and planters to improve both the comfort and appearance of outdoor areas while allowing for flexibility in placement and use. Prioritize the use of site furnishings in areas adjacent to public streets, as well as in interior courtyards, to help activate these spaces.

D-3 Lighting: Incorporate pedestrian-scale and accent lighting to enhance safety, highlight key features such as walkways and building-adjacent sidewalks, and foster a warm, inviting pedestrian-oriented environment.

OBJECTIVE E

CREATE ATTRACTIVE AND WELL-DEFINED OUTDOOR AREAS THROUGH DESIGN ELEMENTS THAT FRAME BUILDING AND SITE EDGES, ENHANCE PEDESTRIAN EXPERIENCE, AND STRENGTHEN THE RELATIONSHIP BETWEEN PUBLIC AND PRIVATE REALMS.

STRATEGIES:

E-1 Wall: Use low-height walls, raised planters (at select locations where permanent tree and understory planting is not possible), or decorative/architectural screens to define outdoor seating or frontage areas while maintaining visibility to private realm spaces and buildings. Break the wall at key locations to direct entry and circulation into the site.

E-2 Site Planting: Incorporate layered planting with native species to soften the edges of buildings and outdoor areas and to frame the spaces, while adding variety and color to site improvements. Incorporate trees for shade where possible.

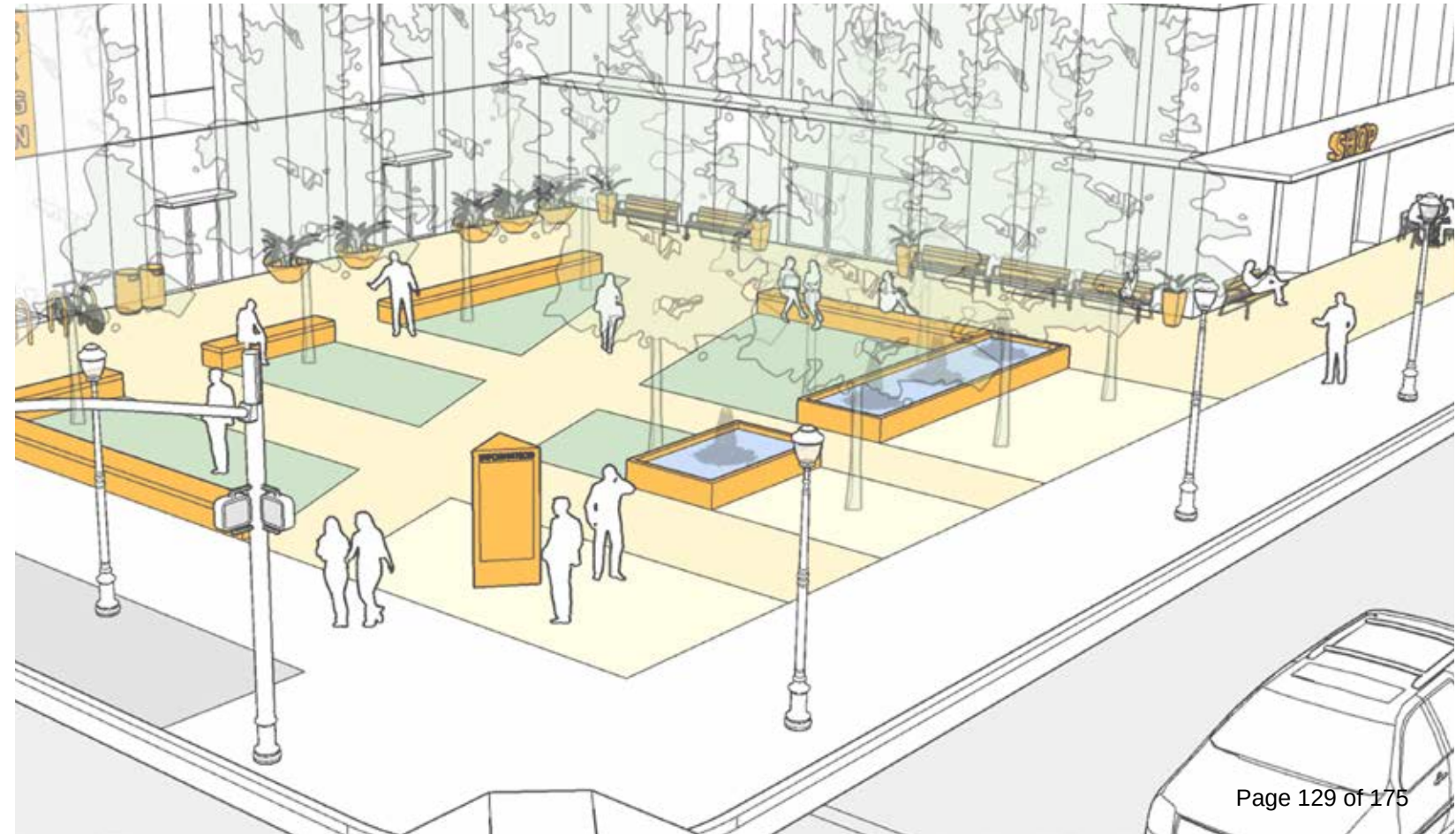
E-3 Pedestrian Access & Safety: Use contrasting paving and clear sightlines to guide movement and improve pedestrian safety. Provide well-defined access points from sidewalk areas; such access points can be accentuated by features such as welcome signs, planting and public art, as applicable.

E-4 Street Planting: Plant street trees in a coordinated manner to provide shade, a sense of natural enclosure, tree canopy, and visual cohesion and continuity along abutting streetscape areas (refer to "Trees and Planting within "Public Realm" for additional guidance).



NEXT STEPS

- Leadership + Stakeholder Review and Feedback
- Public Meeting #5 (Final)
 - » Share and Receive Feedback on Draft Guidelines
 - » March 2026



THANK YOU!

WEBSITE

spr.gs/design



MAYOR AND COUNCIL RETREAT

FEBRUARY 5, 2026



PERIMETER SMALL AREA PLAN UPDATE CITY OF SANDY SPRINGS, GA

AGENDA

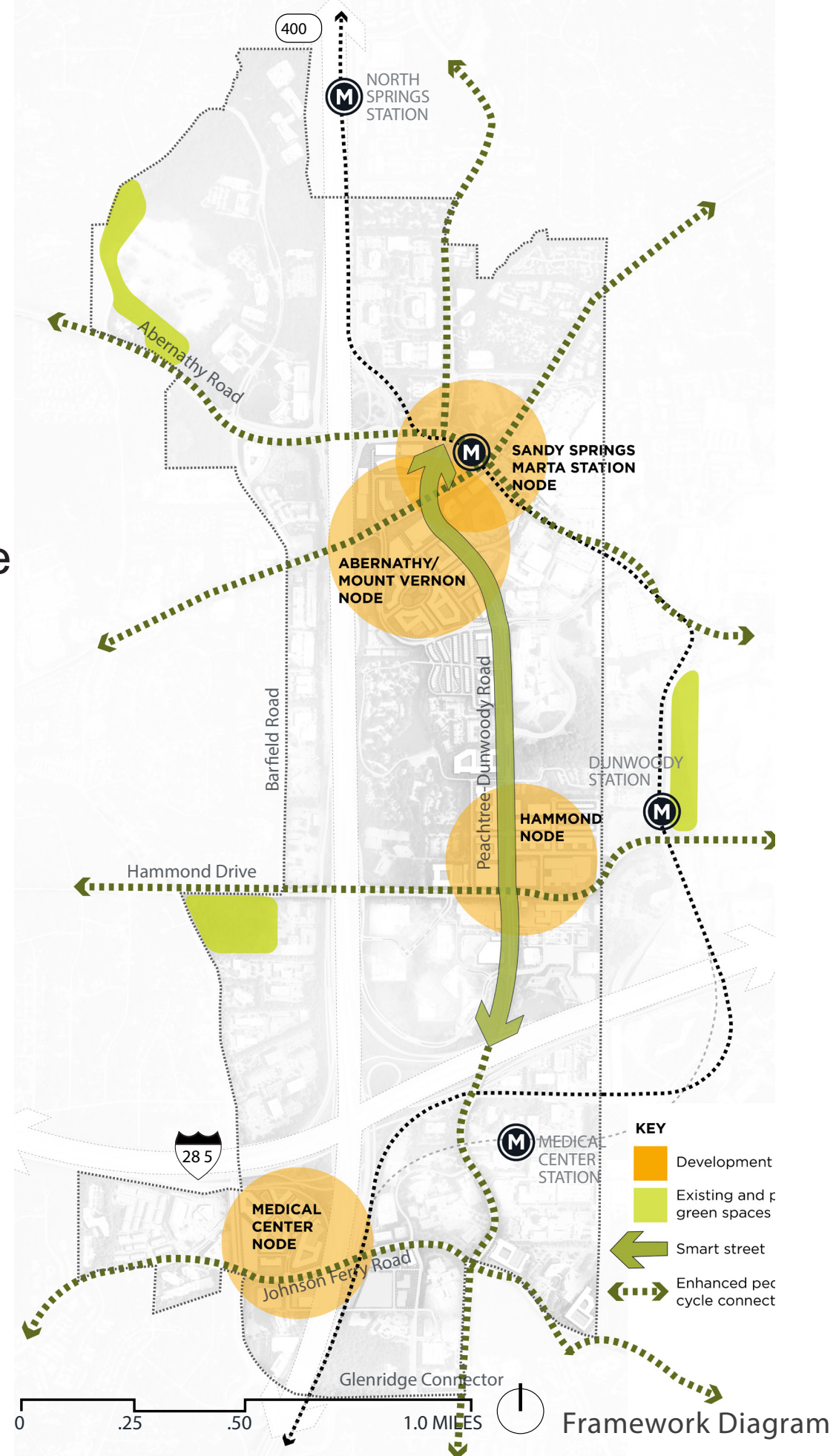
- Background - 2017 Small Area Plan
- Why This Update (2025-26)
- Market Summary
- Opportunities Progress
 - Infrastructure & Trails
 - Opportunity Sites
 - Placemaking Ideas
- Next Steps



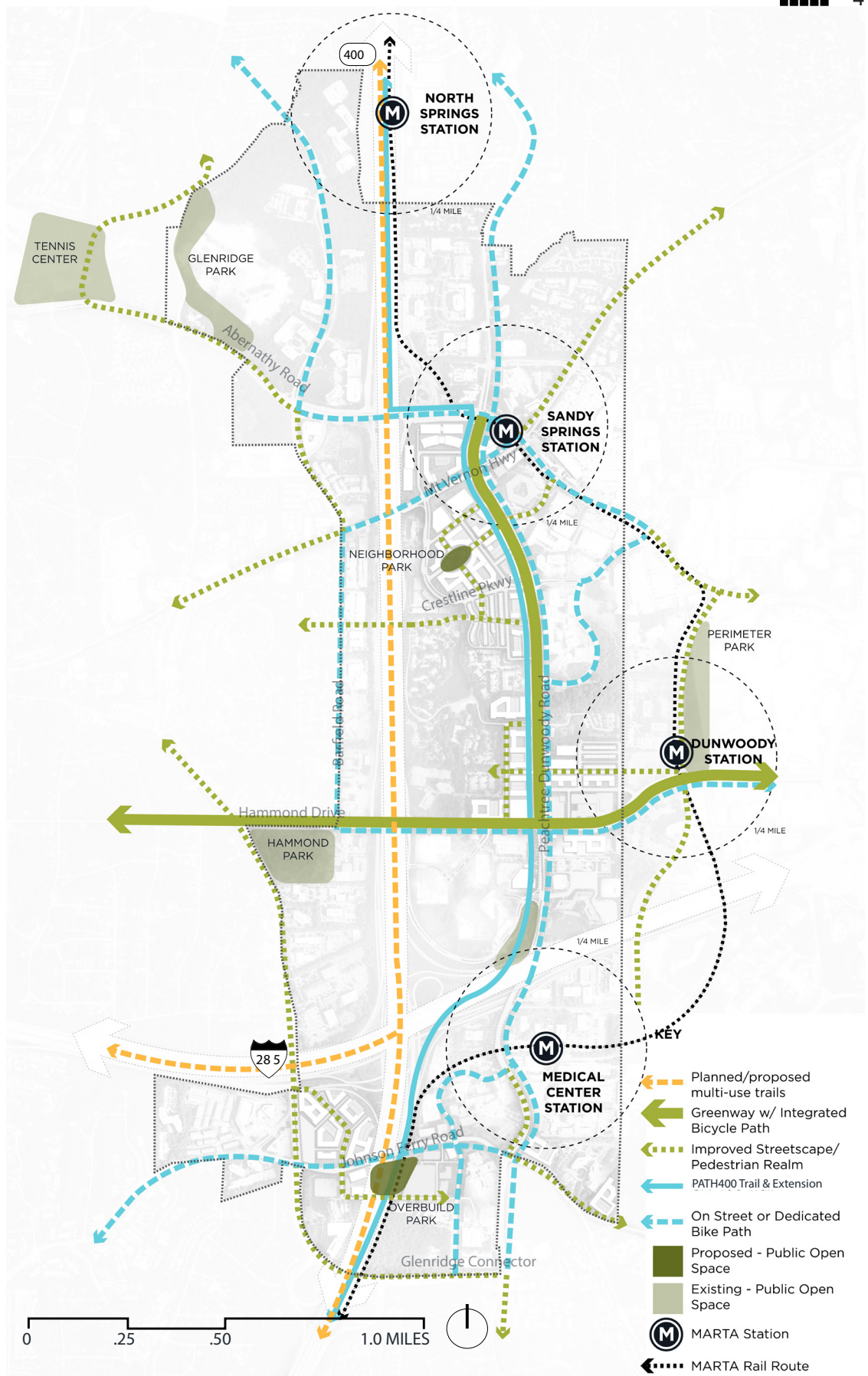
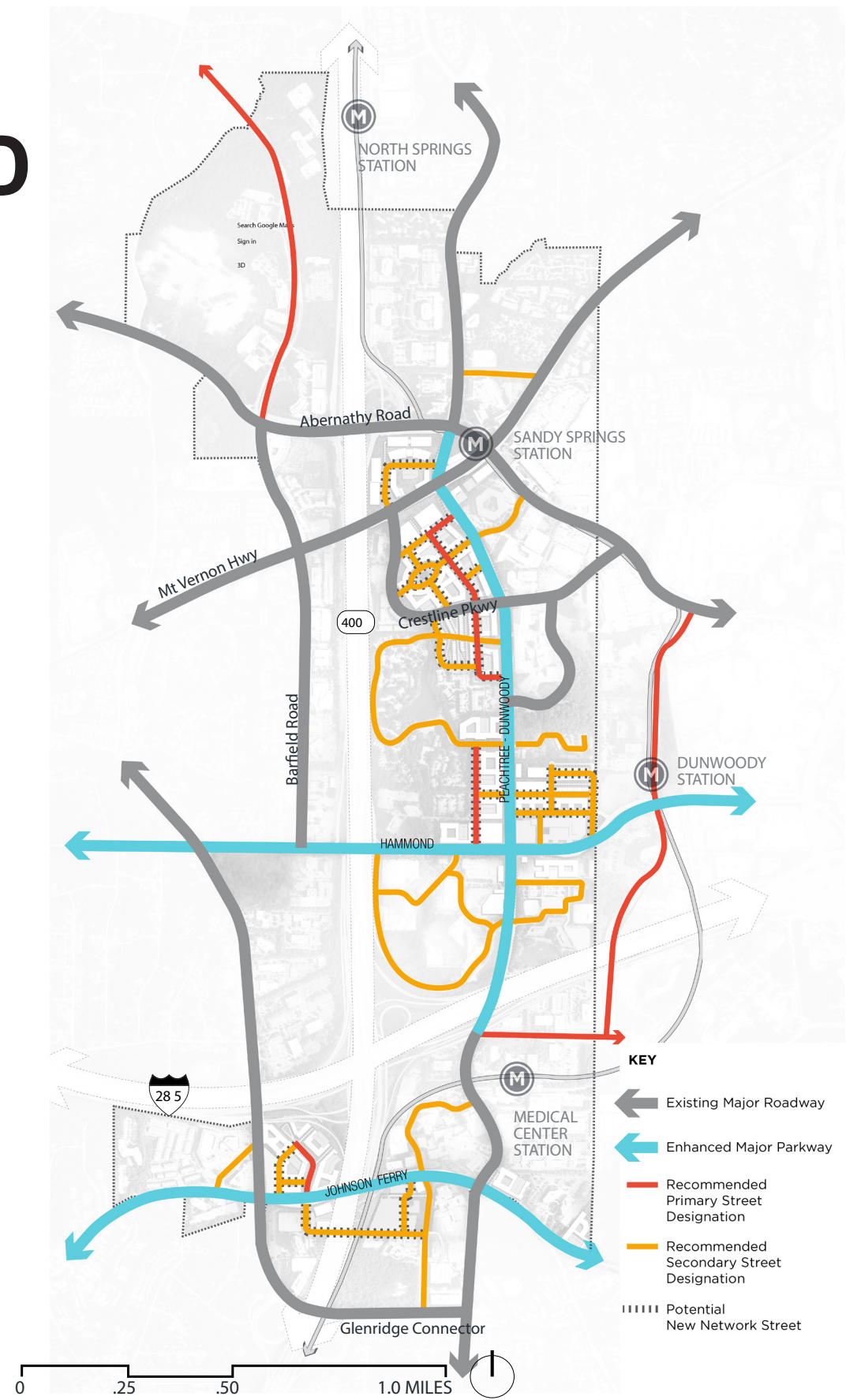
BACKGROUND

2017 PLAN Concept Themes

- Reinvent Peachtree- Dunwoody Road as a “ Smart Street”
- Improve Perimeter Center’s last-mile connectivity options from MARTA stations and other major points
- Strengthen options for short trips in the district to be made by travel modes other than driving
- Promote a greater number of mixed uses within Perimeter Center
- Create an enhanced community identity
- Reinforce the human scale



BACKGROUND

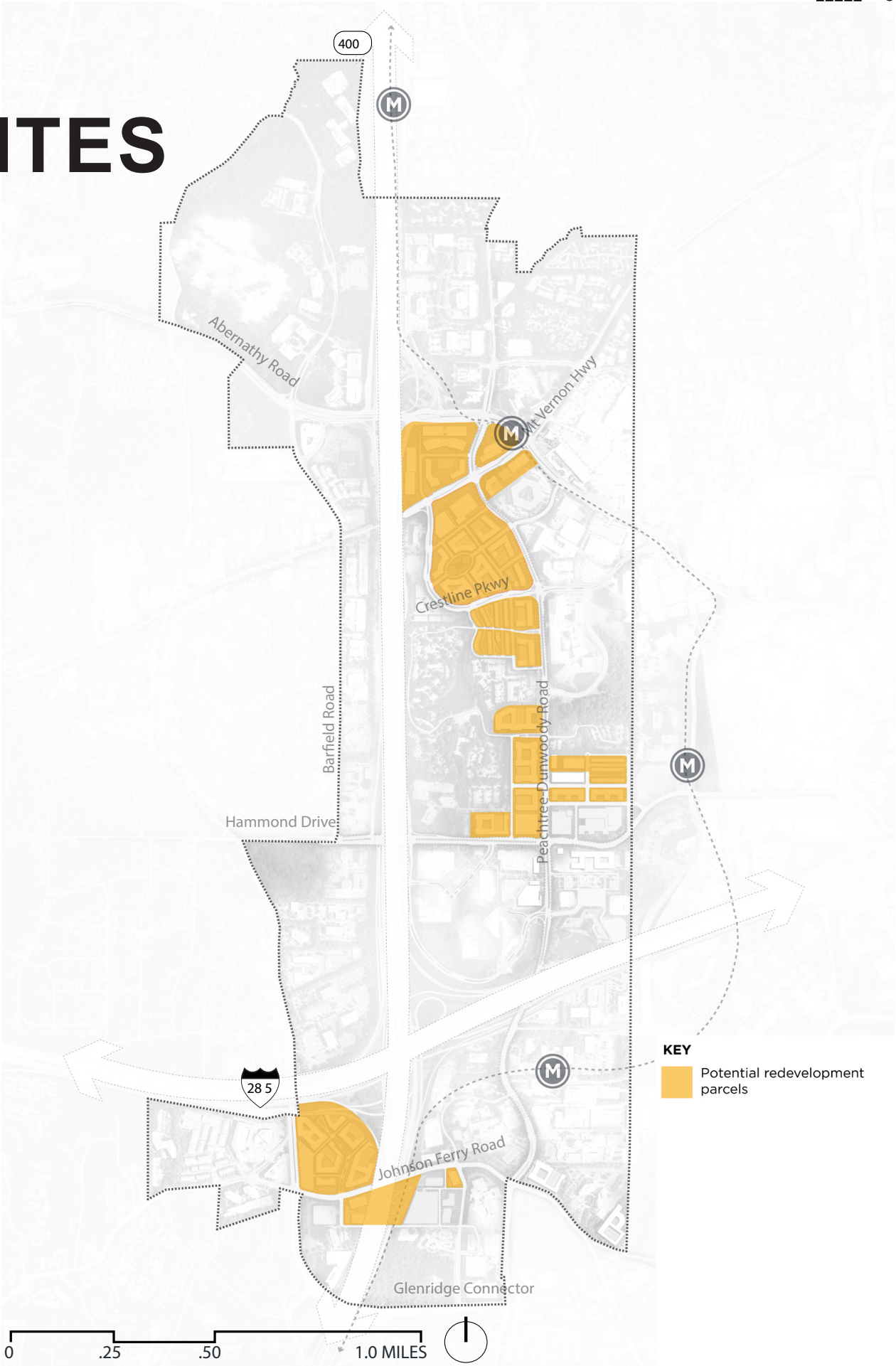


Create a Hierarchy of Roadway Network

Promote a Network of Green/Open Spaces

BACKGROUND: OPPORTUNITY SITES

Focus Redevelopment in Identified Nodes and Parcels

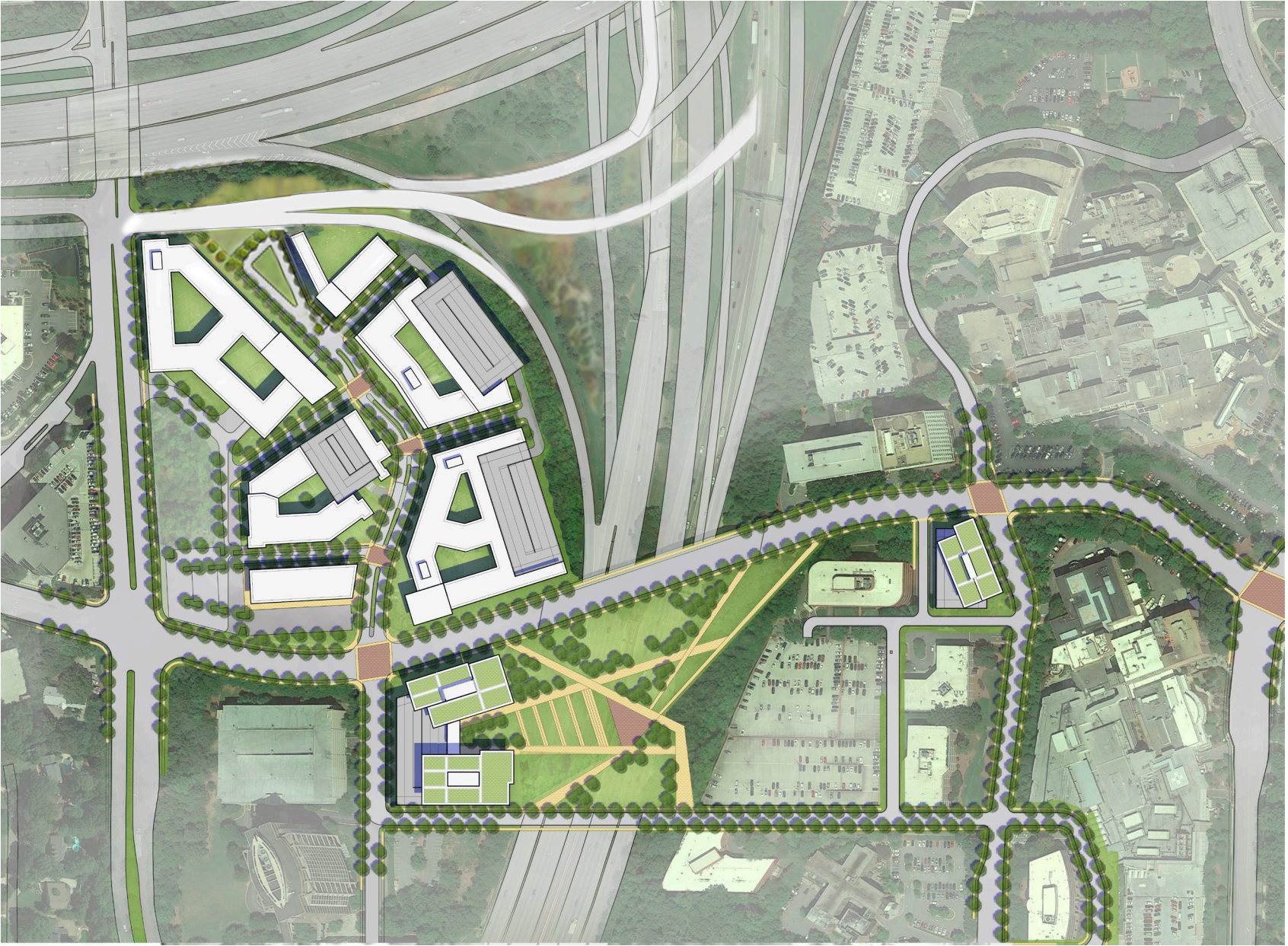


OPPORTUNITY SITE CONCEPTS

Abernathy/ Mount Vernon Node- Big Box Site



Medical Center Node- Overbuild Area



REPORT OF ACCOMPLISHMENTS

- **2017:** Perimeter Small Area Plan adopted
- **2017:** Adopted New Development Code and Rezoned Entire City
- **2023:** Major Update to Development Code
- **2025:** North Springs MARTA Corridor Study
- **Ongoing and Planned**
 - Mt. Vernon Highway Corridor Improvements
 - PATH 400 Sidepath Extension - 2027
 - Embassy Row Redevelopment

INFRASTRUCTURE PROJECTS 2017 TO CURRENT

Completed:

- Central Parkway Sidewalk Gap Fill (TS136)
- Perimeter Adaptive Signal Timing Upgrades at 15 Signalized Intersections (ATMS 4, TS107)
- Glenridge Connector Sidepath (TS137)
- Johnson Ferry Road at Brookhaven Sidewalk (S2188-2)
- Accessibility and Safety Improvements at 4 Medical District Signalized Intersections (Johnson Ferry at Old Johnson Ferry, Peachtree Dunwoody Road at Hollis Cobb, Johnson Ferry Road at Meridian Mark/Hollis Cobb, and Peachtree Dunwoody Road at Northside/Emory St. Joes driveways)

Projects Underway:

- Mount Vernon Highway Corridor Improvements (TS192)
- Peachtree Dunwoody Road Sidepath (TS131)
- Peachtree Dunwoody/Lake Hearn Improvements (T2208)
- Peachtree Dunwoody Road Gap Fill (T2602)
- Glenridge Drive, Hammond to Wellington Trace (S2122)
- Johnson Ferry Road at Peachtree Dunwoody Rd Improvements (S2103)

WHY THIS UPDATE?

**LEVERAGE OPPORTUNITY SITE DEVELOPMENT AND
INFRASTRUCTURE IMPROVEMENTS**



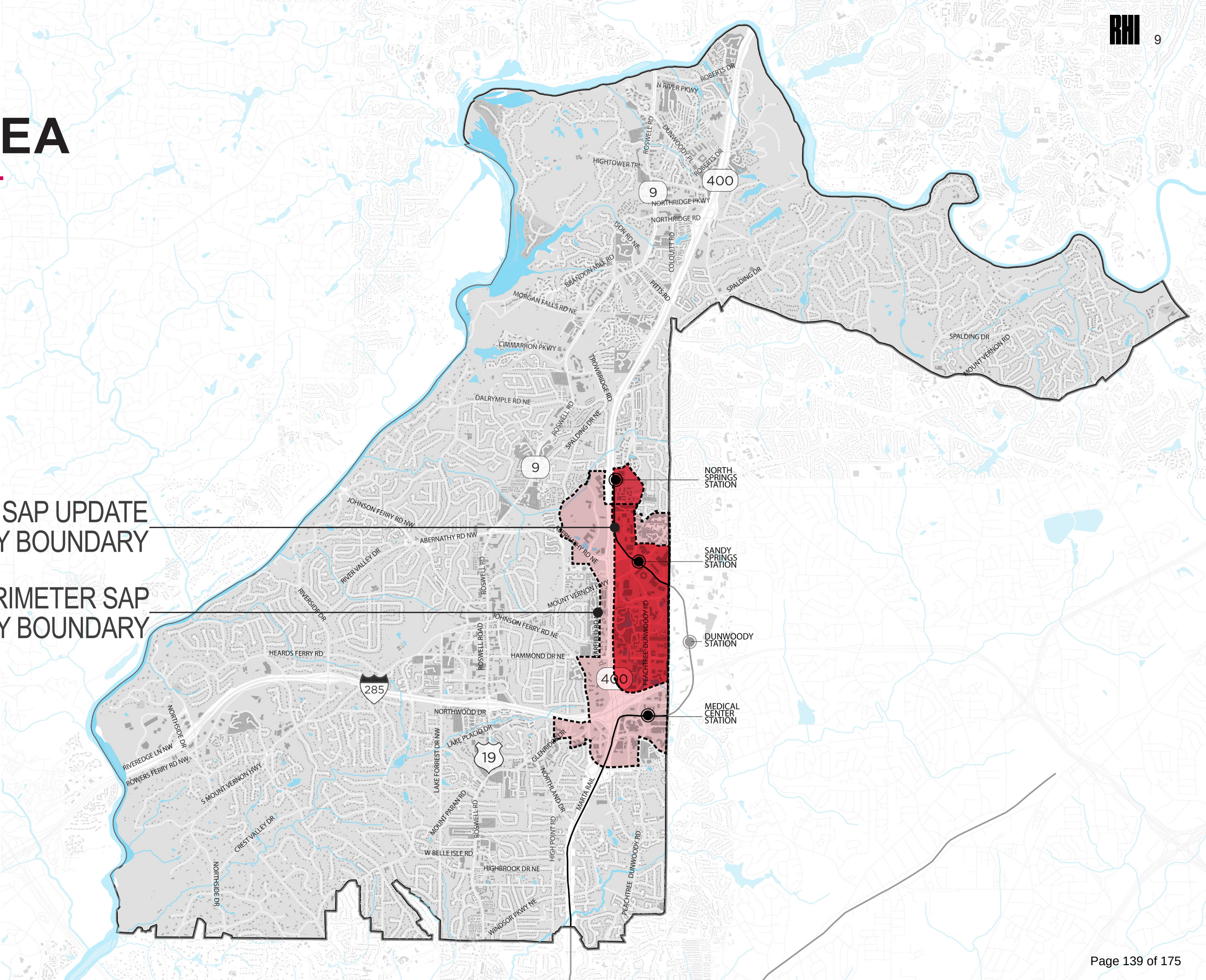
**PLACEMAKING THAT SPARKS ENERGY AND
ACTIVITY**



STUDY AREA

PERIMETER SAP UPDATE
STUDY BOUNDARY

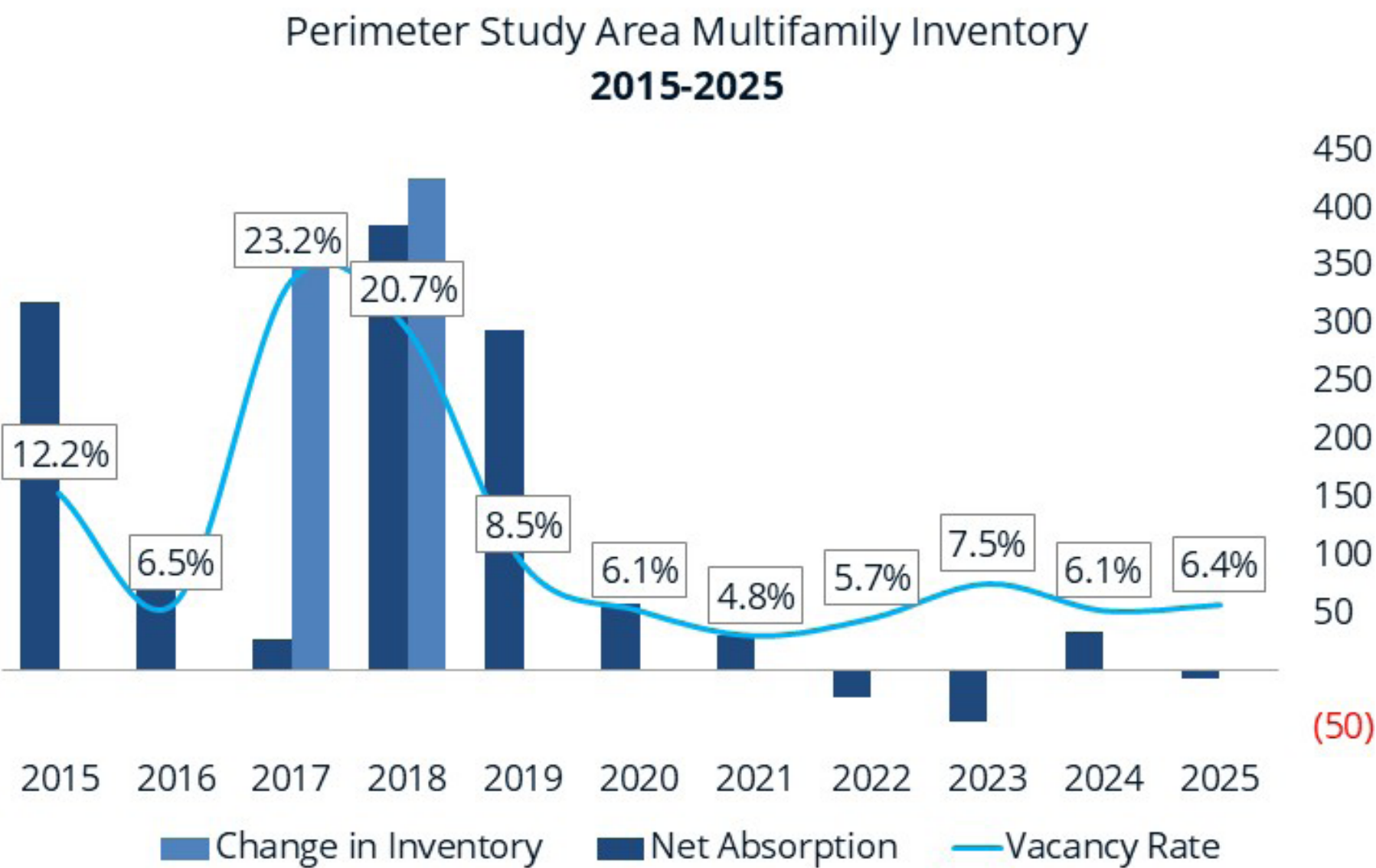
2017 PERIMETER SAP
STUDY BOUNDARY



MARKET ANALYSIS - SUMMARY FINDINGS

Market Scan

Despite limited new inventory, Perimeter Center boasts a relatively strong multifamily market, with lower vacancy compared to Sandy Springs overall, despite 13.5% higher rents



2,400

Multifamily units in Perimeter Center

13.5%

higher multifamily rents in Perimeter Center compared to Sandy Springs overall

6.4%

Multifamily vacancy rate

MARKET ANALYSIS - SUMMARY FINDINGS

Market Trajectory

Recently delivered projects in and around Perimeter Center have performed very well in the past several years, demonstrating positive momentum for growth in Perimeter Center

Recently delivered projects



High Street

- Phase 1 opened in January 2024
- Currently 88% occupied (526 of 598 units)
- Approximately 22 units absorbed monthly since opening



AMLI Brookhaven

- Opened in November 2024
- Currently 64% occupied (402 of 630 units)
- Approximately 29 units absorbed monthly since opening

22,000

People commute to Perimeter Center for work

703

Units currently under construction in Perimeter Center

370

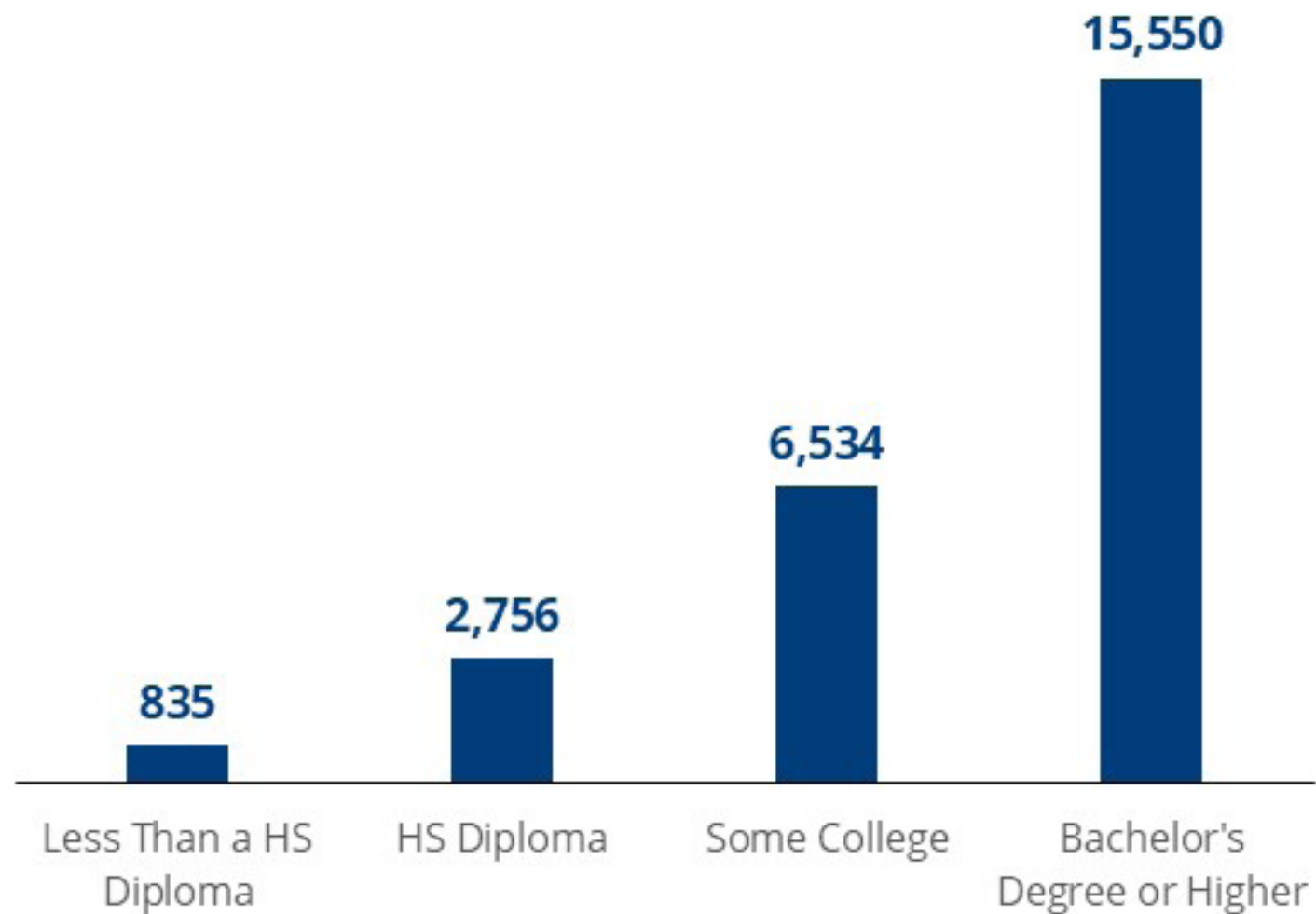
Average annual absorption in broader Perimeter Center area (including portions of Dunwoody) since 2023

MARKET ANALYSIS - SUMMARY FINDINGS

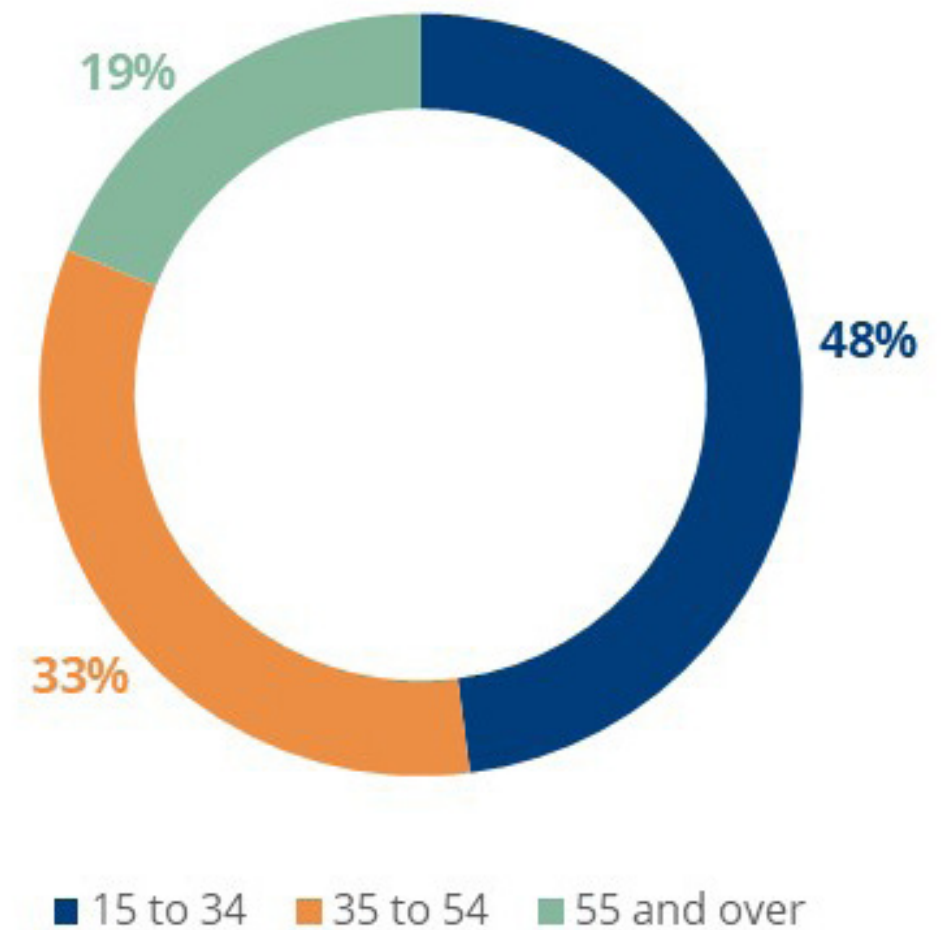
Who Rents in Sandy Springs?

Most Sandy Springs renter households are young Adults with college degrees, demonstrating Sandy Springs' ability to attract young talent

Renter Households by Educational Attainment (2023)



Share of Renter Households by Age (2023)



An aerial photograph of a modern urban development. In the background, there are several multi-story apartment or office buildings with balconies. In the foreground, there is a large, open pedestrian plaza with many trees, benches, and people walking. The plaza is surrounded by modern, low-rise commercial buildings. The overall scene depicts a vibrant, walkable community.

The City of Sandy Springs is positioned to generate renewed activity in Perimeter by aligning its regulatory and programming efforts to create interesting places for people to gather.

ISSUES

- **Auto- oriented and fragmented environment:** Major highways, wide roadways, and large interchanges prioritize vehicles and severely limit pedestrian, bicycle, and multimodal connectivity.
- **Lack of housing and walkable character:** Despite its transit- accessible location, the area lacks residential uses and a strong pedestrian experience needed to support transit-oriented development.
- **Disconnected internal circulation:** Fragmented street networks and poor connections between developments reduce accessibility and limit non-auto travel options.
- **Limited bicycle and trail infrastructure:** Beyond the proposed PATH400 extension, the area lacks safe, continuous multi-use paths separated from high-traffic roadways.
- **Underutilized office space and vacancies:** Persistent office vacancies remain, with limited efforts to repurpose buildings into residential or mixed-use developments.

OPPORTUNITIES



1

MULTIMODAL CONNECTIONS



2

OPPORTUNITY SITES



3

PLACEMAKING

1

MULTIMODAL CONNECTIONS + TRAILS

INFRASTRUCTURE & TRAILS

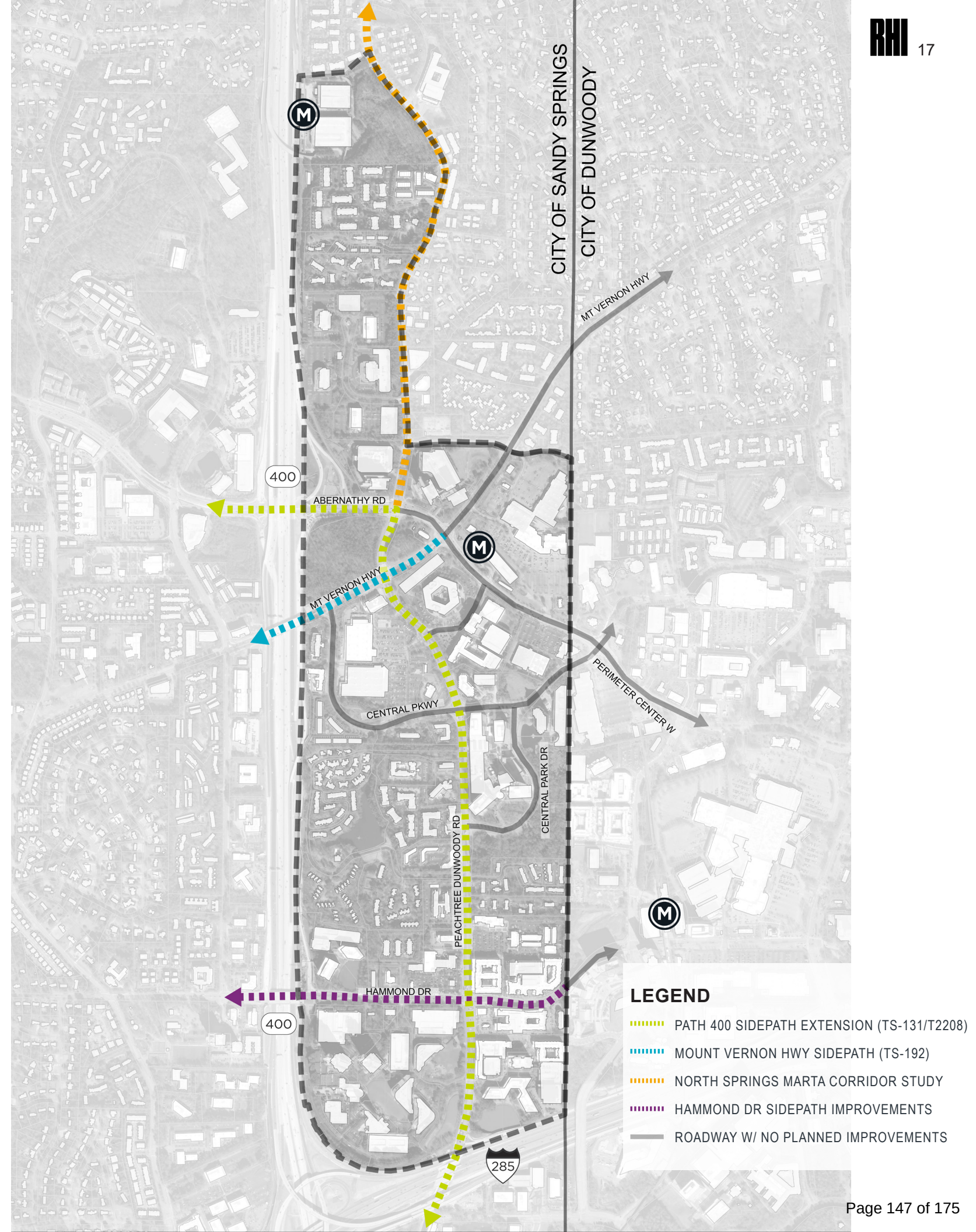
PLANNED / FUNDED TRAILS AND SIDEPATHS

- Mt Vernon Hwy Sidepath (TS-192)
- North Springs MARTA Corridor Study
- Hammond Dr Sidepath Improvements
- PATH400 extension (TS-131 / T2208)



Mt Vernon Highway at Glenridge Drive Proposed Improvements

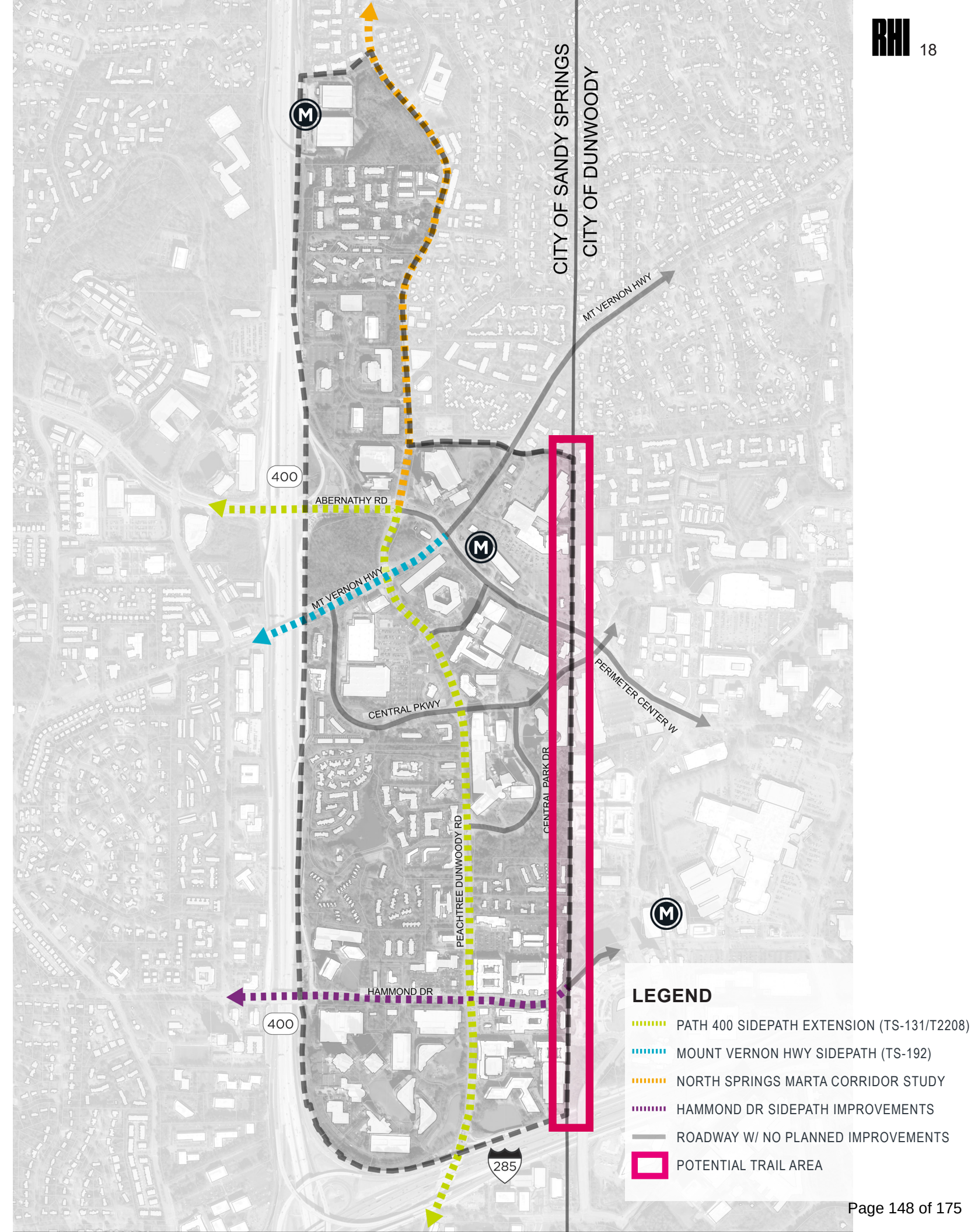
Mt Vernon Highway Corridor Improvements
April 2024



INFRASTRUCTURE & TRAILS

POTENTIAL

- Centralized off-road trail
- Connect with existing, planned & potential trails and development sites



INFRASTRUCTURE & TRAILS

Precedent: **THE BELTLINE**

Critical Steps

- 1999: Conceived in by Georgia Tech graduate student Ryan Gravel in his master's thesis, proposing a 22-mile loop of transit and public space
- 2001: Atlanta City Councilwoman Cathy Woolard partners with Gravel to promote the idea to neighborhoods.
- 2005: Mayor Shirley Franklin creates the BeltLine Partnership to raise private funds.
- 2006: Atlanta BeltLine, Inc. is formed to build parks, trails, and transit.
- 2008: First trail segment, the West End Trail, opens.



Economic Development



Passive and Active Recreation

INFRASTRUCTURE & TRAILS

Precedent: THE BELTLINE

Funding

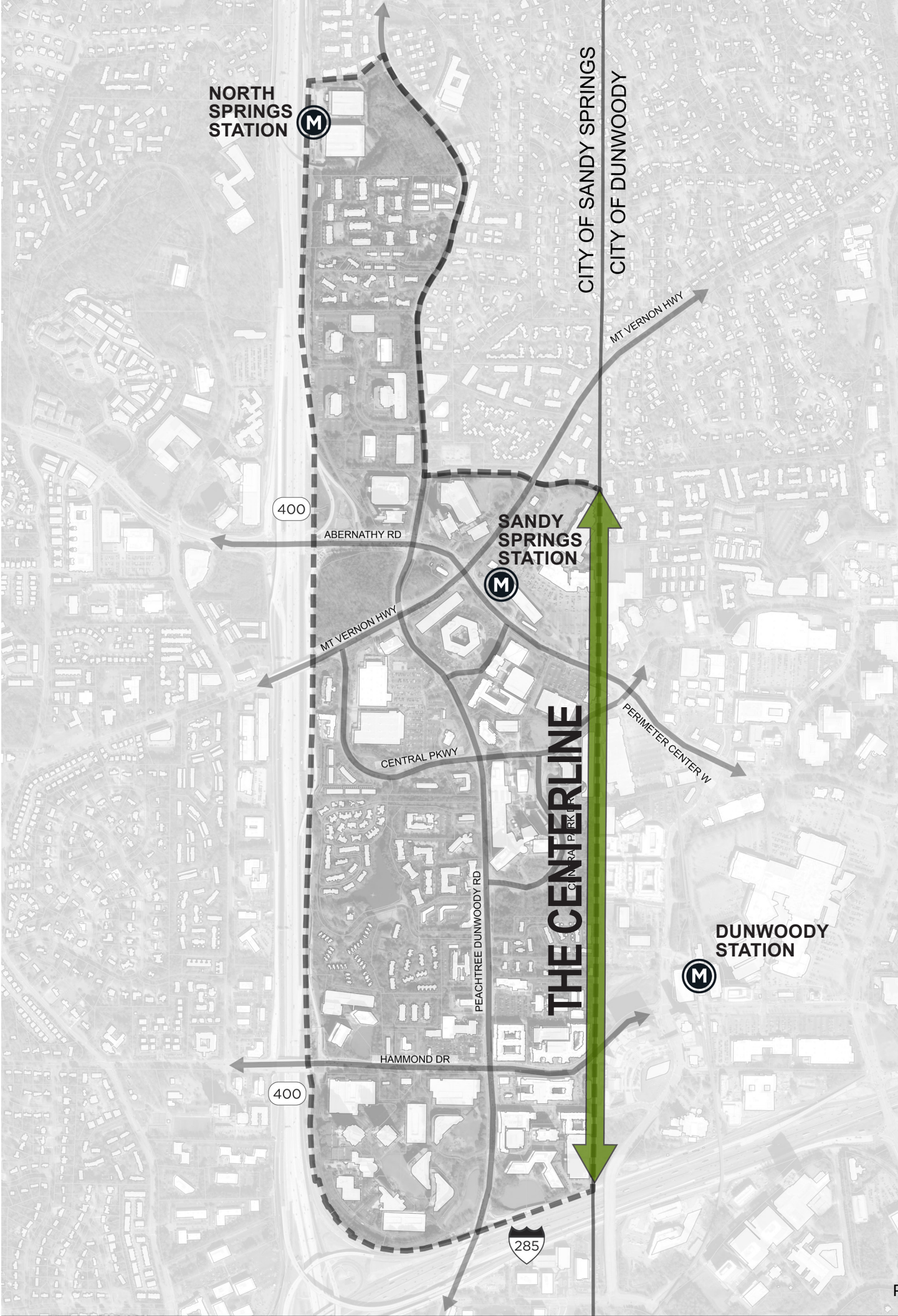
- Multiple sources funding strategy combining state and federal grants, philanthropy, and dedicated taxing districts
- Beltline Tax Allocation District (TAD) as the primary funding source, contributing about 40 percent of the budget
- Beltline Special Service District (SSD) providing targeted funding for land acquisition, design, and trail construction
- Federal USDOT BUILD grants supporting high-impact transportation and trail infrastructure projects

Atlanta Beltline, Inc 2024 Annual Report:



INFRASTRUCTURE & TRAILS

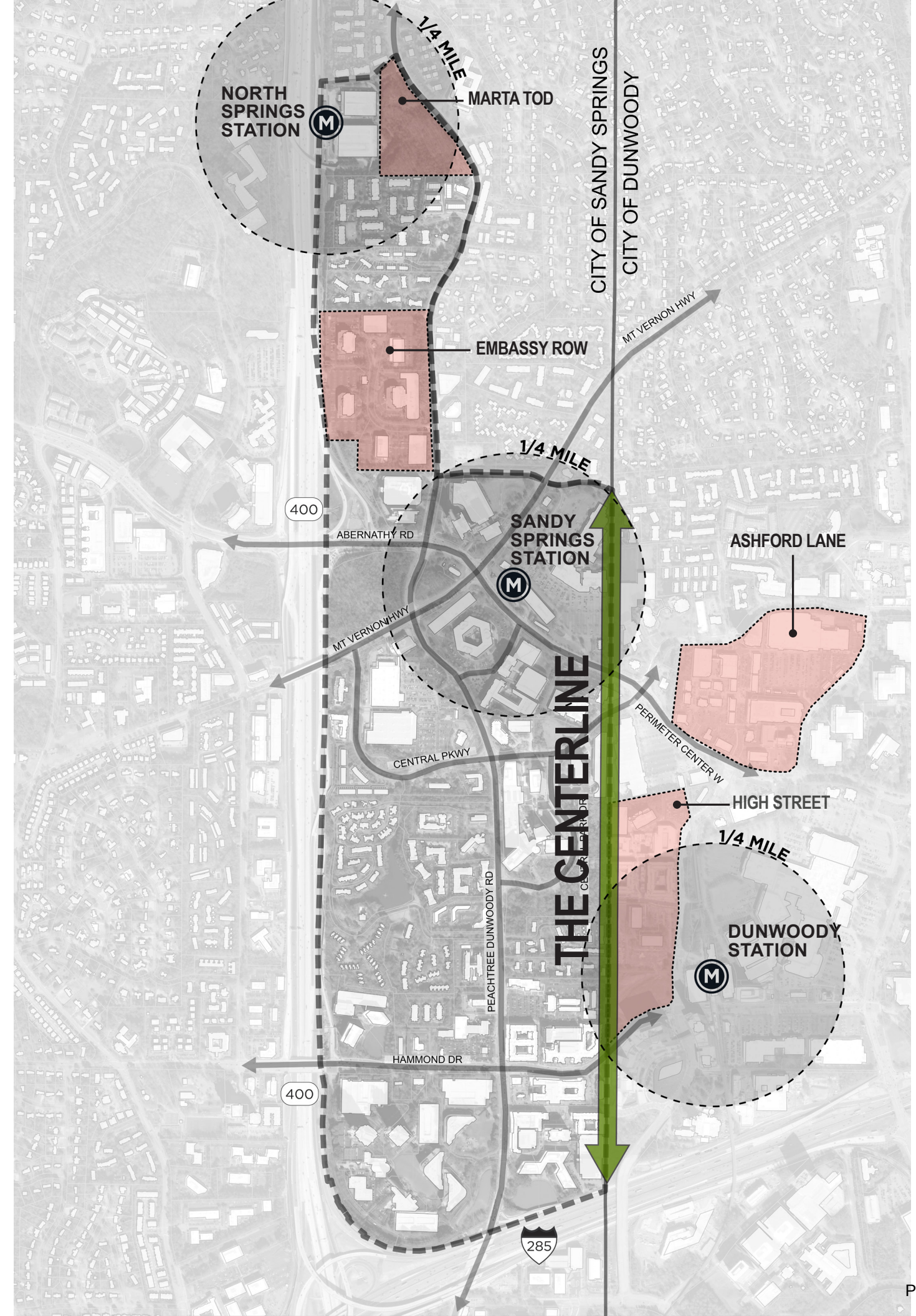
THE CENTERLINE



THE CENTERLINE

Impacts & Opportunities

- Potential for 1.3-Mile Mostly **Uninterrupted** Trail
- Connect **Existing and Planned East-West Trails**
- Link Directly to **Adjacent Development**
- Promote **Housing And Job Growth**
- Support Trail-Oriented **Economic Development**
- Create a **Regional Destination** With A Strong “Wow” Factor



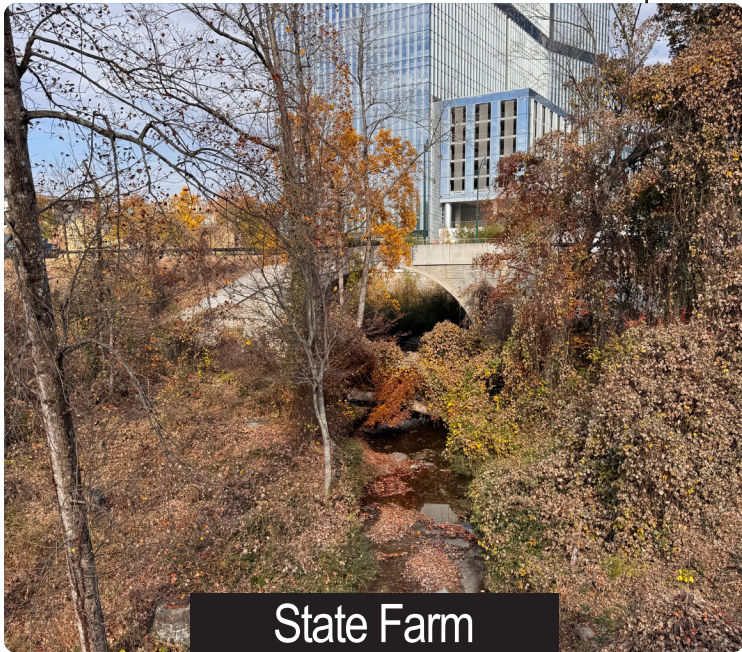
THE CENTERLINE - SITE WALKS & EXISTING CONDITIONS

Aug & Nov 2025

Leverage Existing Facilities and Opportunities



Wooded and Natural Areas



THE CENTERLINE - Potential Natural Character with Amenities

Existing



THE CENTERLINE - Potential Nature Trail along Wooded Areas



THE CENTERLINE - Gateway Character with Mixed-Use Development

Existing



THE CENTERLINE

Precedents

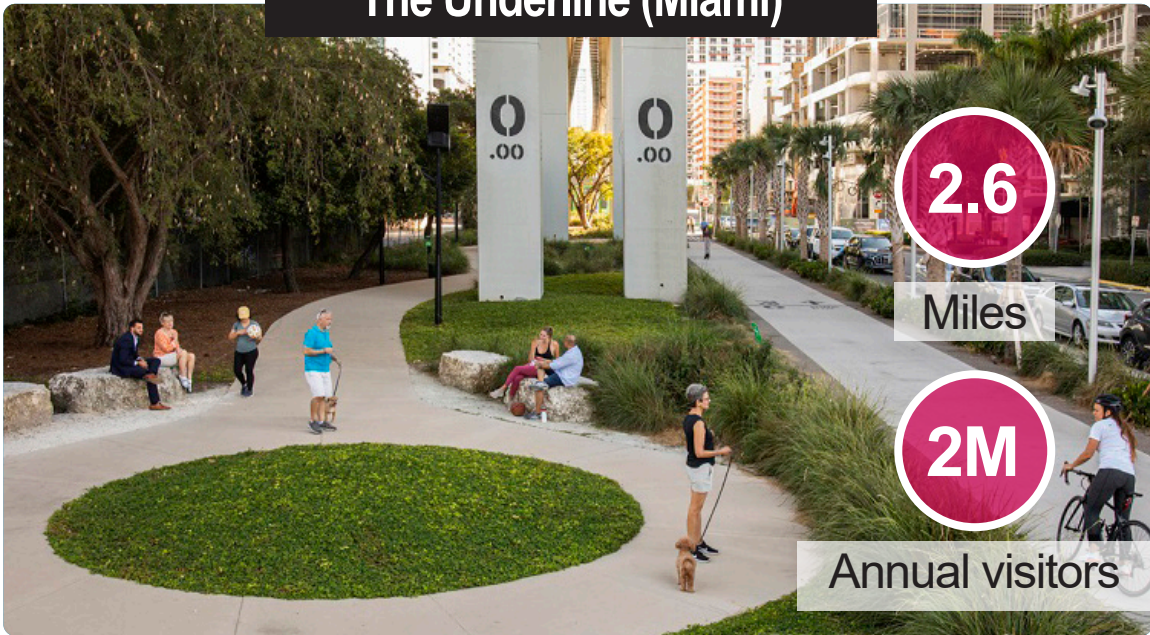
Bloomingdale Trail (Chicago)



2.7 Miles

40% Used it to visit a new area

The Underline (Miami)



2.6 Miles

2M Annual visitors

The High Line (New York)



1.45 Miles

64% Reduction in Urban Heat Island effect in adjacent neighborhood

The Bentway (Toronto)



1.09 Miles

59% improved sense of belonging/ community

Cultural Trail (Indianapolis)



8 Miles

\$53 average expected expenditure by trail user

THE CENTERLINE

Annual Benefits of Active Transportation Infrastructure (i.e. trails)

Source: Rails to Trails Conservancy, 2019



\$3.3 billion

Fuel Savings and Congestion Reduction



\$10.6 billion

Local Spending



\$20 billion

Health Cost Savings



\$34.1 billion

Total benefits

2

OPPORTUNITY SITES

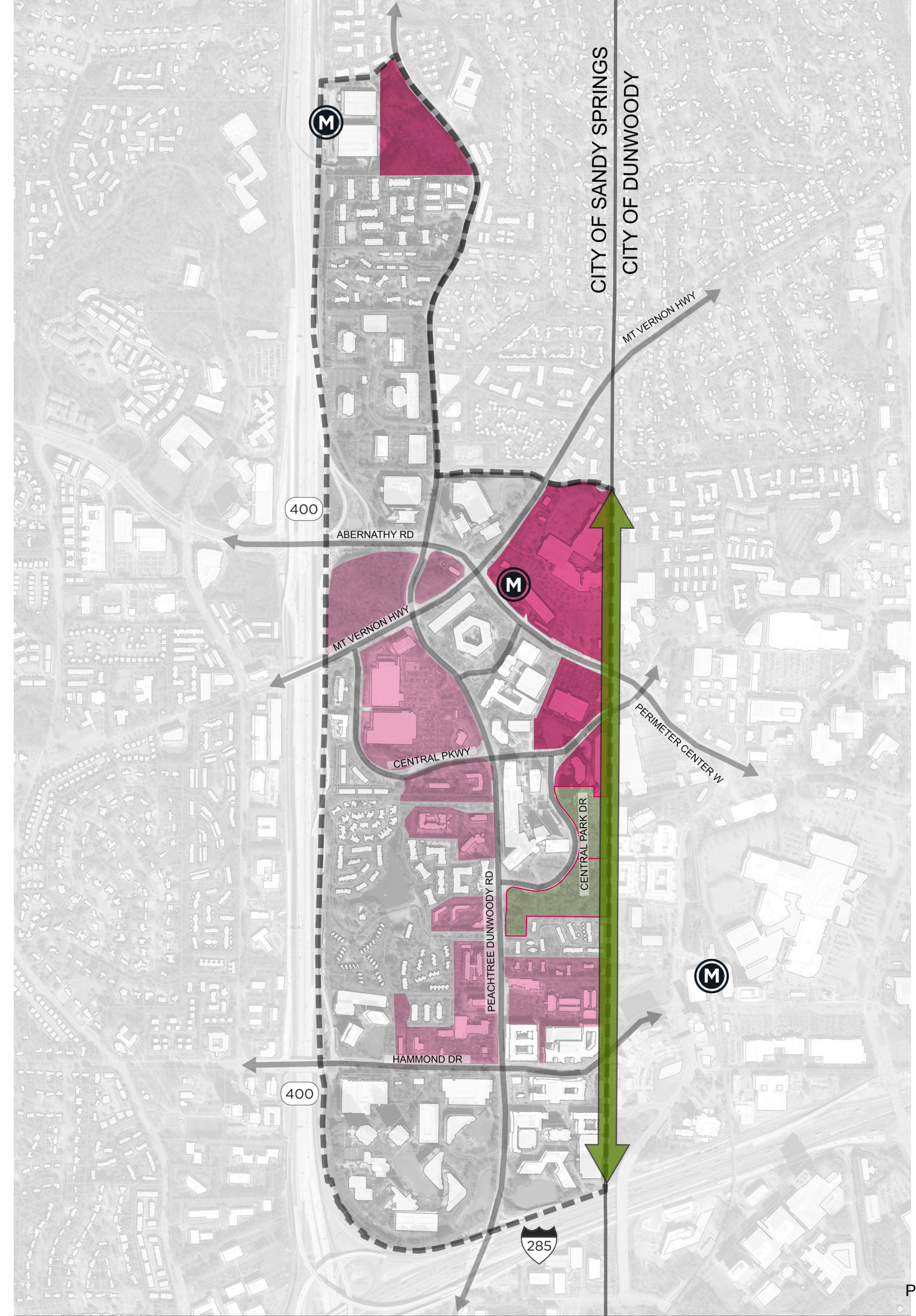
An architectural rendering of a modern urban plaza. In the foreground, people are sitting at outdoor tables with umbrellas, and others are walking or playing on a grassy lawn. In the background, there are modern multi-story buildings with large windows and trees. The scene is set during the day with a clear sky.

THE NEXT TEN

The Perimeter Center character area will remain a **thriving and diversified employment center** while transitioning over time to include a **greater mix of land uses, more housing options**, and a connected, **multimodal** transportation network that maximizes opportunities for travel by transit, walking, and bicycling. The Perimeter Center is well-suited for future growth and redevelopment, particularly in the form of **mixed-use and residential** opportunities, to create a **live-work environment** where employees can live close to their jobs while experiencing the amenities and community identity that make it a desirable place to live.

OPPORTUNITY SITES

- Adjacent to the Centerline
- Leverages the Centerline to enhance development opportunities
- Build upon 2017 SAP Opportunity Sites



OPPORTUNITY SITES

Ownership

STUDY BOUNDARY

↔

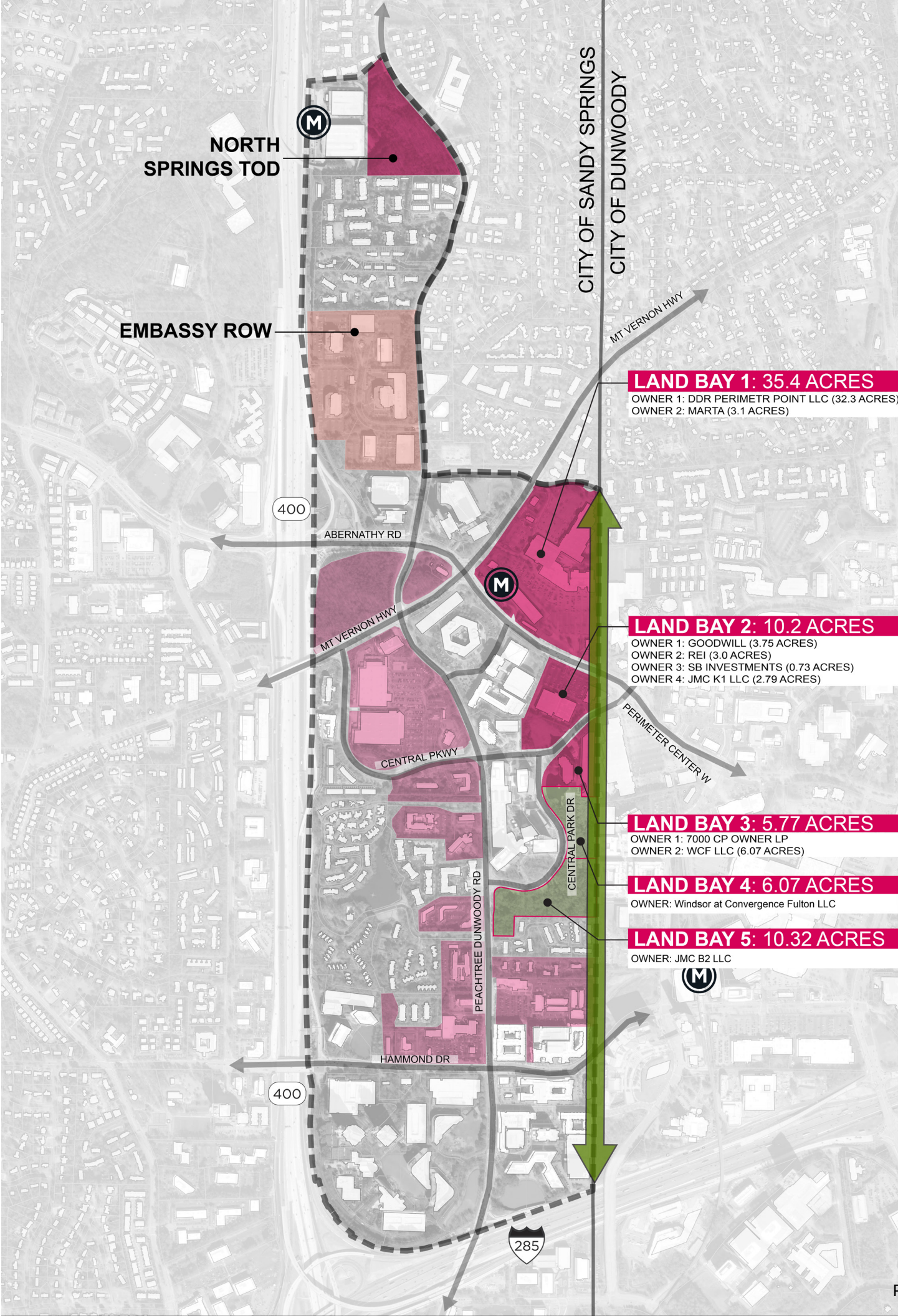
PRIMARY ROADWAY

POTENTIAL OPPORTUNITY DEVELOPMENT SITES

POTENTIAL OPPORTUNITY GREENSPACE SITES

2017 SMALL AREA PLAN OPPORTUNITY SITES

NEW AREA DEVELOPMENTS



OPPORTUNITY SITES

Development Intensity

- The Next Ten Comprehensive Plan and Development Code envisioned a walkable transit-oriented district
- This update will maintain current code standards.

STUDY BOUNDARY

PRIMARY ROADWAY

ZONING DESIGNATIONS

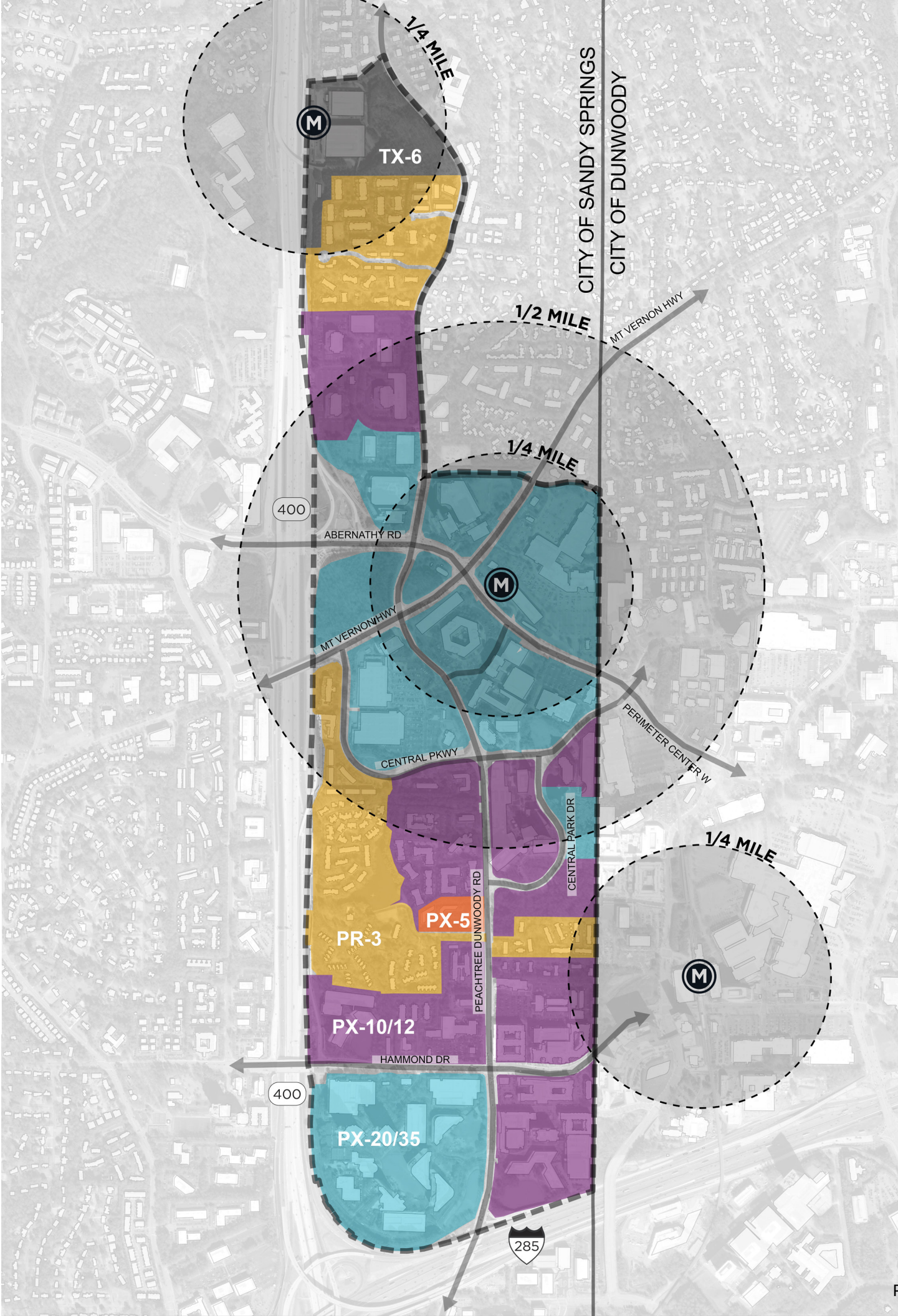
PERIMETER MIXED USE (PX-30/35)
30-35 STORIES MAX.

PERIMETER MIXED USE (PX-10/12)
10-12 STORIES MAX.

PERIMETER MIXED USE (PX-5)
5 STORIES MAX.

RESIDENTIAL (PR-3)
3 STORIES MAX.

TRANSIT MIXED USE (TX-6)
6 STORIES MAX.



OPPORTUNITY SITES

Housing

- Limited residential within the 1/2-mile radius of the Sandy Springs MARTA Station.
- The only mixed-use residential building within the 1/4-mile radius of the Sandy Springs MARTA Station was built in 2010.

LEGEND

STUDY BOUNDARY

PRIMARY ROADWAY

RESIDENTIAL BUILDINGS IN MIXED-USED ZONING

RESIDENTIAL BUILDINGS IN RESIDENTIAL ZONING

NEW AREA DEVELOPMENTS

The map displays the Sandy Springs area with a study boundary and primary roadways. Key locations include Embassy Row, Abernathy Rd, Mt Vernon Hwy, Central Pkwy, Perimeter Center W, Hammond Dr, and Peachtree Dunwoody Rd. Circles indicate 1/4 mile and 1/2 mile radii from MARTA stations. Residential buildings in mixed-used zoning are shown in orange, and residential buildings in residential zoning are shown in yellow. New area developments are shown in red. The map also shows the City of Sandy Springs and the City of Dunwoody.

Page 164 of 175

OPPORTUNITY SITES

Envisioning Opportunity Sites through a **spectrum** ranging from **Conservation, Recreation, and Development**



PASSIVE RECREATION



URBAN DEVELOPMENT



LOW INTENSITY

HIGH INTENSITY

3

PLACEMAKING

APPROACH TO ACTIVATION

Drawing from national and international examples, open space activation can **bring short-term energy** while maintaining **flexibility for projects in the long term**.

Interim Activation Strategies



Community Beer Garden
Washington DC



Food truck Rodeo
Durham, NC



Pop Up Park
Shanghai, CN



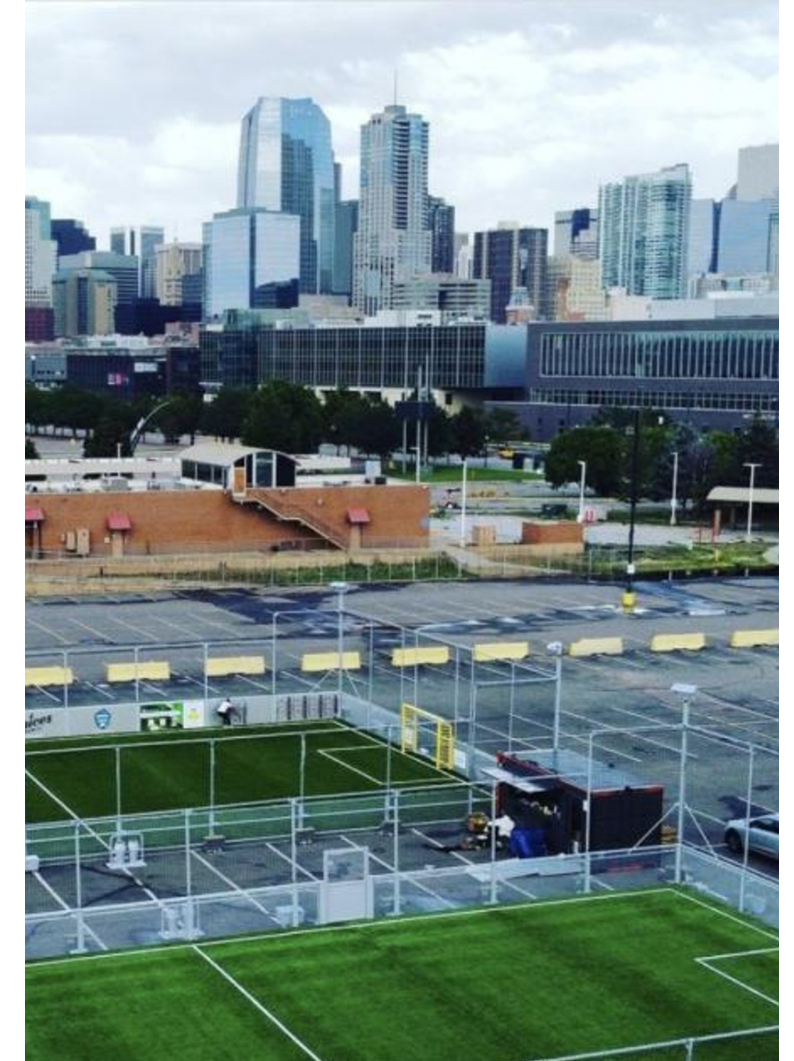
Interactive Public Art
Lawn on D | Boston, MA



Outdoor Movie Nights
Boston, MA



Temporary Mobile Park
San Francisco, CA



Sports Fields
Denver Soccer society | Denver, CO

PLACEMAKING

Temporary Placemaking Ideas - Plazas / Open Spaces



PLACEMAKING

Temporary Placemaking Ideas - On-Street / Parking Lots



CASE STUDY

Lawn on D Boston, MA

Completed in 2014, the Lawn on D has since seen over 500k sf of surrounding development over the last decade.

Multifamily: **197 Units**

Hotel: **510 Rooms**

Office: **Additional 470k of renovated office space**



CASE STUDY

Pearl Farmers' Market San Antonio, TX

In 2010, the developers of the Pearl District in San Antonio began operating a farmers' market. Since that initial activation, the district has seen over 700k sf in new development and the adaptive reuse of an additional 220k sf.

Multifamily: **423 units**

Hotel: **142 Rooms in renovated hotel**

Office: **55k sf**

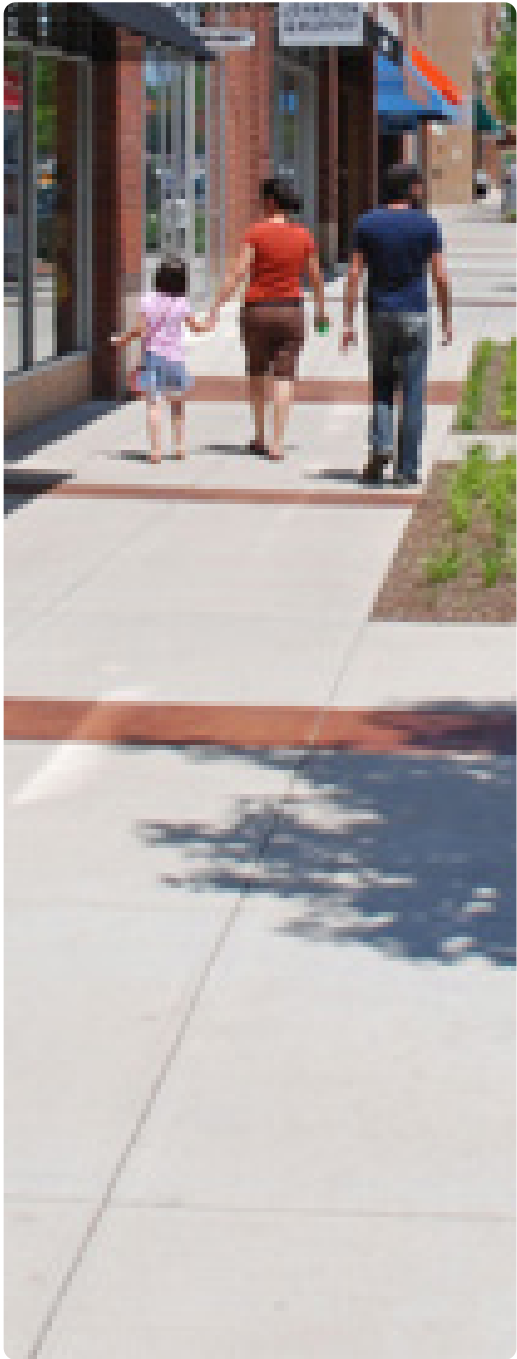
Retail: **20k sf and an additional 50k in a renovated market**



PLACEMAKING - PUBLIC REALM



Planting



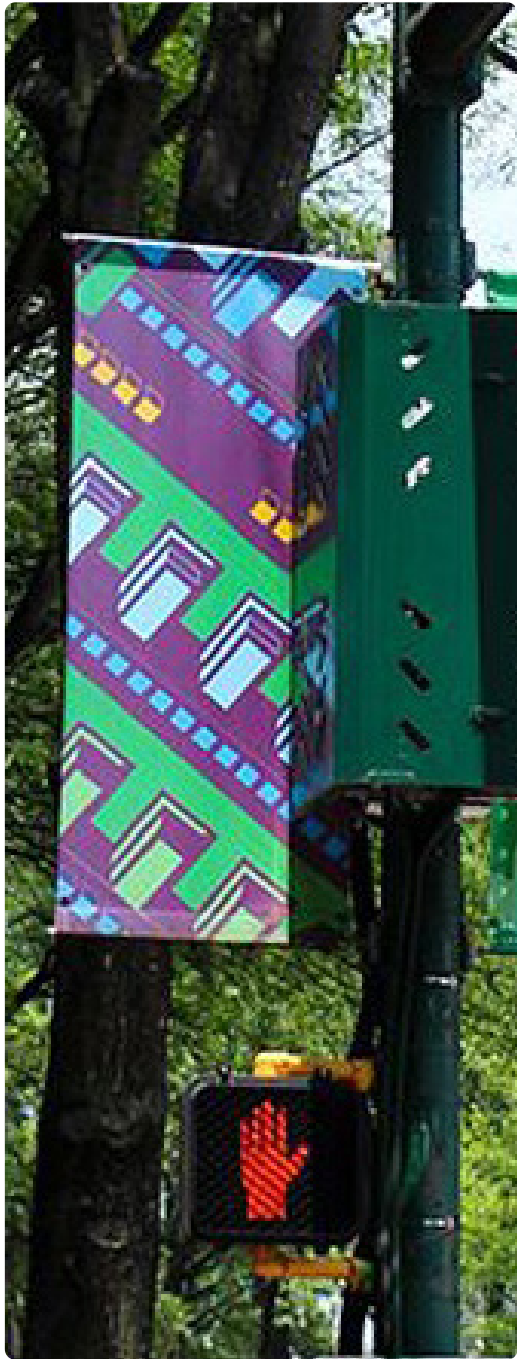
Paving



Pedestrian
Focus

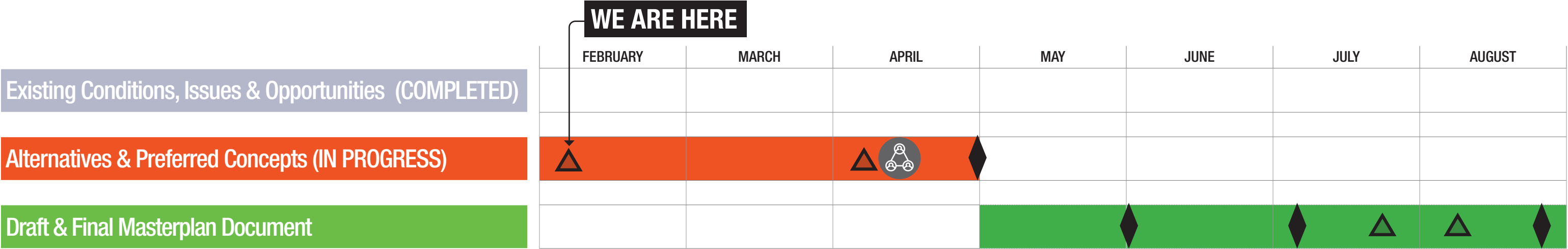


Furnishing



Wayfinding

SCHEDULE



- KEY**
-  Key Community Input Point
 -  Deliverable
 -  Mayor & Council / Planning Commission

NEXT STEPS

- Stakeholder Review and Feedback
- Prepare Draft Concepts
- Public Meeting
- Prepare Draft Small Area Plan Update Document



DISCUSSION